BROADCASTING
of Radio and Television
TELECASTING

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JAN 13 1949
DETROIT

Success story:

A millinery chain operating two ladies' hat stores in Richmond recently started a schedule on WLEE. Six weeks later a friend asked the manager if it was doing him any good. He replied:

"WLEE is doing me so much good that I have cancelled all other forms of advertising."

Local Richmond merchants use WLEE because it brings them quick, profitable results. More and more national advertisers are following their lead. You should hear the whole WLEE story from your Forjoe man. Call him in today.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

For that

BRIGHT NEW PICTURE *in* LOUISVILLE

see your **Petry Man**

WHAS-TV
Louisville, Kentucky

WHAS-TV . . . soon on the air . . . will be represented nationally by Edward Petry and Company.
Petry has represented WHAS since 1933.

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

XUM

Sure, we're proud of our network- and our home-town record, too!

The shows below—every last one of them—are WFBR home-grown . . . conceived and produced in WFBR's big, modern studios. Their record for longevity, consistent mail pull, high Hoopers—and the fact that they're darn near always "sold out"—means just one thing: WFBR is the *one* Baltimore network station you can depend on to do a magnificent local job for you!

MORNING IN MARYLAND: (6-9 A. M. Monday through Saturday) On the air 19 years. 1027 pieces of mail in September '49. Top Hooper.*

IT'S FUN TO COOK: (12:45 P. M. Monday through Friday) On the air 6 years for one sponsor. Specialized appeal—but still #2 Hooper* in 9-station market. 2610 pieces of mail in September '49.

CLUB 1300: (1:00-2:00 P. M. Monday through Saturday) On the air 10 years. Sold out. Top Hooper.* 1835 pieces of mail in September '49. Has drawn as high as 8000 pieces in 7 days.

SHOPPIN' FUN: (2:00 P. M. Monday through Friday) Top Hooper.* On the air 4 years. Sold out.

EVERY WOMAN'S HOUR: (4:30 P. M. Monday through Friday) On the air 11 years. Top rated women's program in Baltimore. Sold out.

SPORTS PAGE: (6:15 P.M. Monday through Saturday) 3 years for same sponsor. #2 Hooper.* Drew 46,000 pieces of mail recently for football contest.

RETURN ENGAGEMENT: (7:05 P.M. Monday through Friday) The new baby. On the air 3½ months. No Hooper available yet. Not sold out—but going fast. 125 pieces of mail weekly and growing.

**December '48—April '49*

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

THEY'RE OFFERING even money that NBC's proposed 2½-hour Saturday night TV series won't go through as planned. FCC's legal experts feel serious question is raised in formal complaint by rival DuMont Network (story page 53), though they're waiting for NBC's answer before deciding. In any event, there's doubt that NBC will get clearances from 15 affiliates, which is minimum network had set.

MYSTERY and serial program formats would figure prominently in Mutual schedules if those conversations of M-G-M with network looking toward operating and programming arrangements materialize. At least that's indicated by some of those identified with preliminary negotiations, which had bogged down but which could be revived at any time. Reports of conversations have covered everything from programming arrangements to full network operation with possible acquisition of some MBS stock and investment of substantial funds toward development by Loew's Inc., M-G-M parent.

PROGRAM PERSONNEL at NBC-WNBQ (TV) Chicago talking seriously with Comedian Fred Allen about Chicago origination for his first television show, expected to begin late this year. Mr. Allen, who has been ill and is making only few radio guest appearances, recently lauded publicly division's programs, policies and production.

IF AND when FCC approves sale of WWDC Washington (which would become WOL) to Peoples Broadcasting Corp., there's prospect that station will become MBS affiliate. WWDC, which takes over occupancy of present WOL 5 kw assignment on 1260 kc, has notified MBS it will not continue affiliation because it would mean complete change in its program format.

IF NEW WOL, operating on 1450 kc, does affiliate with MBS (negotiations probably will be entered with others in Washington area), one problem will be handling of Fulton Lewis jr.'s nightly commentary. Peoples is owned by Farm Bureau Mutual Automobile Insurance Co. and Mr. Lewis has carried on an uncompromising fight against co-ops. It's indicated that if negotiations with MBS are completed, station will carry Mr. Lewis but answer him within half-hour. Situation would be without precedent in radio programming.

1950 BASEBALL broadcast pact for Washington understood settled last week with WWDC-AM-FM to carry all games of Senators under Chesterfield sponsorship handled through Cunningham & Walsh (formerly Newell-Emmett). Formal announcement due when both Chesterfield AM and TV schedules are set. WWDC last year aired night games only with WPIK Alexandria, Va., carrying

(Continued on page 70)

Upcoming

Jan. 9-10: Joint meeting NAB Broadcast Advertising, Radio and Television Committees, NAB Hdqrs., Washington.
Jan. 9-10: Transit Radio Inc. sales convention, Roosevelt Hotel, New York.
Jan. 9-12: NRDGA convention, Hotel Statler, New York.
Jan 11: NBC Stations Planning & Advisory Committee meeting, New York.
Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.
Jan. 12-14: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

(Other Upcomings on page 22)

Bulletins

CBS and Arthur Godfrey Friday concluded long-term agreement under which Mr. Godfrey will continue radio and TV performances on CBS exclusively. Contract length and money involved not announced. Agreement negotiated on Mr. Godfrey's behalf by C. Leo DeOrsey of Washington. James M. Seward, CBS vice president, represented network.

FIVE executives of RCA-Victor Division elected RCA vice presidents Friday at board meeting: Henry G. Baker, general manager, Home Instrument Dept.; John S. Carter, general manager, Tube Dept.; Paul A. Barkmeier, general manager, Record Dept.; Harold R. Maag, western manager, RCA Victor Division.

FOUR CBS EXECUTIVES MOVED IN REALIGNMENT

APPOINTMENT of John Akerman, eastern sales representative of WBBM Chicago, as assistant general manager of the CBS owned-and-operated station, and Ken Craig, radio-TV director, McCann-Erickson, as executive assistant to WBBM General Manager H. Leslie Atlass confirmed Friday by network's Central Division.

Two others named in top-level realignment: Gil Johnston, sales manager of CBS O&O KMOX St. Louis, as WBBM eastern sales representative replacing Mr. Akerman in New York, and Larry Lazarus, chief WBBM-CBS accounting department, to work under J. Kelly Smith, CBS vice president in charge of O&O stations. All appointments effective yesterday (Sunday).

Mr. Akerman, former manager of KPAS Pasadena, Calif., and earlier WBBM account executive, succeeds Frank Falknor, elevated to CBS vice presidency in charge of program operations [BROADCASTING, Jan. 2], and will head WBBM sales and programming. Mr. Craig, producer of *Wayne King Show* (Standard Oil of Ind.), will supervise office personnel, engineering and public relations department, also slated for reorganization.

Business Briefly

DOUBLEDAY BUYS ● Doubleday & Co. (book publisher), New York, yesterday (Sunday) started on NBC for 13 weeks Edwin C. Hill narration series, 4-4:15 p.m. and *Ideas Unlimited*, 4:15-4:30 p.m., quiz show with Ben Grauer and Eloise McElhone. Agency, Huber Hoge & Sons, New York.

BISCUIT RENEWAL ● National Biscuit Co., New York, renews effective Feb. 7 two MBS daytime shows, *Straight Arrow*, Tues., Thurs., 5-5:30 p.m. Agency, McCann-Erickson, New York.

WEED APPOINTED ● WNAO Raleigh, N. C., 5 kw 850 kc, and WDUK Durham, N. C., 1 kw 1310 kc, ABC affiliates, name Weed & Co. as exclusive representative, individually and in combination.

AUTOMOTIVE BUDGETS MAY TOTAL $400 MILLION

TOTAL advertising budget of automotive industry may reach record $400 million in 1950, judging by plans of leading manufacturers who see year of intensive competitive selling. Companies using radio and television heavily for 1950 debuts [BROADCASTING, Dec. 19, 1949].

Chevrolet Division of General Motors tops industry with $27 million, and dealers are expected to spend almost as much more locally. Ford ranks second with $22 million budget for Ford cars. Company's Lincoln-Mercury Division to spend another $15 million.

Oldsmobile Division of General Motors scheduling $8 million, with Buick and Pontiac around same figure and Cadillac around $4 million. Chrysler total expected to be well over $25 million. Smaller manufacturers expected to increase expenditures. Used-car dealers likely to spend at least $200 million.

D-F-S AGAIN RANKS FIRST IN NETWORK BILLINGS

FOR 16th successive year, Dancer-Fitzgerald-Sample, New York, heads list of advertising agencies in gross radio time network expenditures during 1949, according to figures released by four networks. Twenty leading agencies in total radio time billing during 1949 as shown by networks were as follows:

Dancer-Fitzgerald-Sample, $18.708,466; BBDO, $11.-068,819; Benton & Bowles, $9,735,528; J. Walter Thompson Co., $8,748,036; Young & Rubicam, $7,617.-573; Compton Adv., $7,119,301; Biow, $6,770,044; Wade Adv., $6,490,496; McCann-Erickson, $6,064,395; Newell-Emmett Co. (now Cunningham & Walsh), $5,909,540; Foote, Cone & Belding, $5,245,970; Ward Wheelock, $5,064, 096; William Esty & Co., $4,021,924; Leo Burnett $3,741,848; Duane Jones, $3,575,579; John F. Murray, $3,522,225; Ruthrauff & Ryan, $3,477,051; Cecil & Presbrey, $2,795,629; Kudner Adv., $2,252.-016; Sullivan, Stauffer, Colwell & Bayles, $2,181,629.

Dancer-Fitzgerald-Sample placed spot radio billing for calendar year 1949 totalling $2,056,-002 in addition to above billing.

MURPHY ON NBC'S SPAC

JOHN MURPHY, of Crosley TV stations, elected Friday to represent inter-connected group at NBC's 1950 SPAC meeting, Jan. 11 (story page 13).

WPTR

50,000 WATTS

ALBANY-TROY-SCHENECTADY

announces the appointment of

RA-TEL
REPRESENTATIVES, INC.

as exclusive national representatives

effective January 1, 1950

OFFICES:

NEW YORK, CHICAGO, OKLAHOMA CITY, DALLAS,
ATLANTA, LOS ANGELES, SAN FRANCISCO

FRED R. RIPLEY,
General Manager

WPTR

WIP Produces!

Example # 21

WIP produces promotion, too! From a letter written us by the Gillette Safety Razor Company . . . "It is hardly necessary to mention how vastly pleased we are with the very complete promotional job you do for us on the World Series each year. As we have told you before, your aggressive merchandising ranks right up with the very best that we enjoy anywhere in the country." Nice?

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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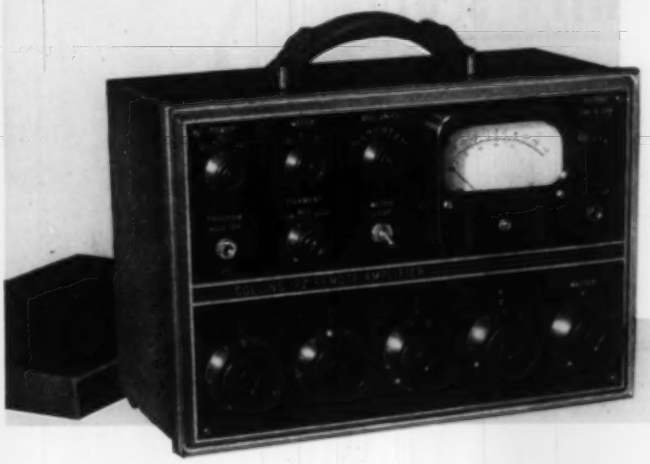
Subscription Price: $7.00 Per Year, 25c Per Copy

XUM

Here is confirmation of reliability

WKOW maintains broadcast of football game during powerline failure, with Collins 12Z remote amplifier



MONONA BROADCASTING CO.
MBS AFFILIATE
10,000 WATTS

215 W. WASHINGTON AVE.
MADISON 3, WISCONSIN
TELEPHONE: GIFFORD 7100

November 5, 1949

Broadcast Sales Representative
Collins Radio Company
Cedar Rapids, Iowa

Dear Sir:

Please send one canvas carrying case for our 12Z remote amplifier.

You may be interested to know that the Collins 12Z (with the "automatic changeover to battery" feature) saved the day for us at the Wisconsin-Indiana football game last Saturday. The power failed at the field during half-time and most of the other stations carrying play-by-play were cut off until midway in the fourth quarter. We fed several other stations in Wisconsin during the emergency.

Needless to say, the people here at WKOW, our listeners, and sponsors were more than gratified that our broadcast was uninterrupted. Our engineers will probably never feel quite safe with any other remote equipment but the Collins 12Z in the future.

Sincerely yours,

V. A. Vanderheiden

V. A. Vanderheiden, Chief Engineer
WKOW - 1070 on your dial

VAV/jem

W K O W

AUTOMATIC changeover to battery power when the a-c line fails is a standard feature of the Collins 12Z remote amplifier. All concern about powerline fluctuation and noise as well as power failure is eliminated. The 12Z is also the ideal remote unit for locations where a-c power is not readily accessible. Here are additional features:

- **Four microphone channels**
- **Two db per step attenuators**
- **Monitoring of amplifier or line output**
- **Ninety decibels gain**
- **Noise 60 decibels below program level**

Now is the time to get your 12Z remote amplifier. It will give your station that necessary security for every sports occasion. Delivery is from stock. Write, wire or phone Department R-1, Collins Radio Company, Cedar Rapids, Iowa.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Dogwood Rd., Fountain City
KNOXVILLE

417 Rosalyn Avenue
DAYTONA BEACH

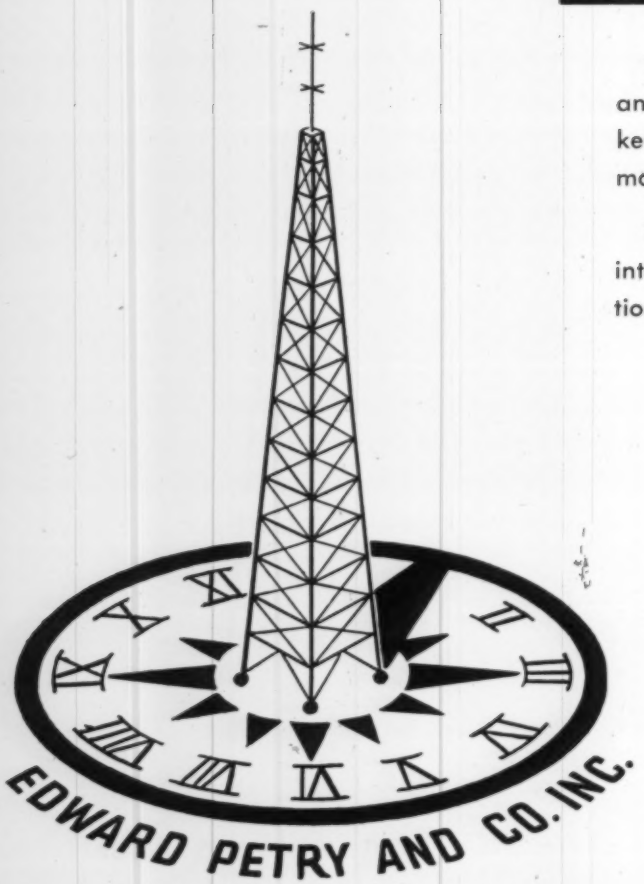
DEALER DOLDRUMS?

It's pretty hard for your man in Wichita, or Bridgeport, to get steamed up over an ad campaign that takes an impersonal sweep over the whole country.

DIFFERENT WITH SPOT!

You can talk the local man's language, use his name and address, tackle **his** selling problem. In one market, or fifty, or a hundred. And odds are, you'll save money with harder hitting, personalized Spot.

Try Spot . . . to get your dealers **off** the bench and into the game. Try Spot on the Petry-represented stations listed here to cure **your** dealer doldrums.



Any advertiser can—and most advertisers should—use Spot Radio

HAVE YOU DEALT YOUR DEALERS IN?

In any market you choose you can get that dealer support for the asking

. . . why not begin by asking about these leading stations . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

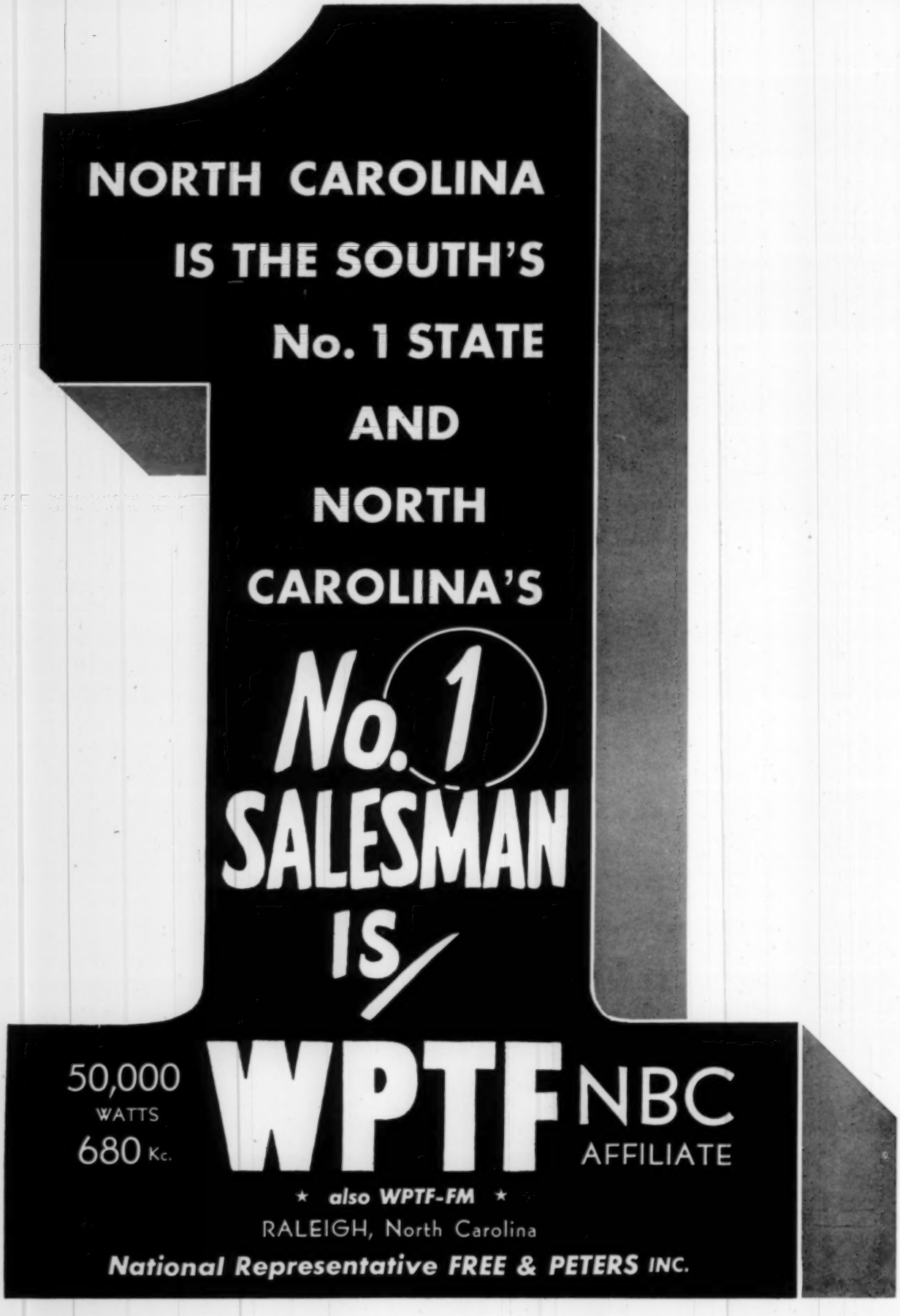
REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

EDWARD PETRY AND CO. INC.

Any advertiser can—and most advertisers should—use Spot Radio


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 2 WASHINGTON, D. C., JANUARY 9, 1950 $7.00 A YEAR—25¢ A COPY

BAB'S FUTURE?

Exploration Begins With Three-Group Meet Today

By J. FRANK BEATTY

THE future of NAB's new sales-getting machine—Broadcast Advertising Bureau—and possibly the management future of NAB itself will be at stake in a series of exploratory operations starting today (Monday).

First phase of the series will be an unprecedented joint meeting of three new NAB advisory committees. They are the Broadcast Advertising, Radio and Television Committees, opening a two-day session this morning at NAB Washington headquarters.

With membership just announced last week by NAB President Justin Miller, the committees are the first to be formed under the board's November reorganization plan which provides for a total of 10 advisory groups (see committee lineup, page 24).

Technically, the tripartite meeting has been called to work out a plan to fit BAB into the new Radio and Television Division setup. These two divisions have been compelled to drift along since their formation last September without the benefit of specific board directive.

Strikes at Foundation

While the announced purpose is to devise a coordination plan, the subject actually is so important that it strikes at the foundations of the NAB reorganization project. Furthermore, it involves the danger of a young revolution among station executives who fear that BAB is about to get a dose of administrative ice water and perhaps a shrunken budget.

BAB is riding high on a wave of popularity that swept all 17 NAB district meetings last autumn. Not in recent history has any single NAB activity been so enthusiastically received. The 17 district directors who led the meetings are acutely aware of BAB's popularity and they recall the convention hall uprising and corridor maneuvering that forced BAB's creation at Chicago last April.

The tossing around that BAB has received in its brief but spectacular existence lays the groundwork for membership resentment that is simmering if not boiling. It is mostly confined to private conversations, letters and memos.

If this week's joint meeting at NAB headquarters produces a coordination plan for BAB, the plan will come before a joint Jan. 23-24 meeting of two key board policy bodies, the Structure Committee and the Finance Committee.

Final step—and here the actual decision is slated—will be the board's Feb. 8-10 meeting at Chandler, Ariz., where the reorganization project that started in late 1948 is slated for completion.

Mr. RYAN

Mr. GOLDMAN

Mr. THOMAS

* * *

Three key figures in this week's tripartite conference will be the chairmen of the new committees. They are William B. Ryan, KFI Los Angeles, Broadcast Advertising Committee; Simon R. Goldman, WJTN Jamestown, N. Y., Radio Committee; Eugene S. Thomas, WOIC (TV) Washington, Television Committee.

Of the three, Mr. Thomas is a board member, having been elected at the board's November meeting when TV first attained the right to directorships. He was chairman of the old NAB Sales Managers Executive Committee, predecessor to the new Broadcast Advertising Committee. Mr. Goldman was chairman of the former Small Market Stations Executive Committee, later a unit of the sales managers group. Mr. Ryan served two terms on the NAB board in the last decade and knows the association's operations.

In all, seven board members are scheduled to take part in the three-committee meeting. Board members on the Broadcast Advertising Committee are Howard Lane, WJJD Chicago, and Frank U. Fletcher, WARL Arlington, Va. Both served on the board's BAB Policy Committee, which directed BAB's course in its formative months and was abolished last November.

A surprise in the announcement

(Continued on page 24)

ALL-RADIO FILM

New York Premiere Set

By EDWIN H. JAMES

THE ALL-RADIO promotion film, "Lightning That Talks," which has been in preparation for more than a year, will be given a glittering premiere in New York at the Waldorf-Astoria Hotel March 1.

New York stations, networks and station representatives that have subscribed to the promotional film have guaranteed to contribute a $30,000 budget for the New York showing of the film, it was learned.

The plan for the showing was discussed by the New York committee last Thursday at Broadcast Advertising Bureau headquarters in New York. The committee arranging the New York premiere of the picture is composed of Lewis H. Avery, president of Avery-Knodel, in charge of finance; Charles Hammond, NBC vice president, in charge of invitations; Maurice Mitchell, director of BAB, in charge of arrangements, and Joseph Creamer, WOR New York promotion manager, in charge of publicity and promotion. Justin Miller, NAB president, will be honorary Chairman of the committee. The active Chairman had not been named as of last Friday morning.

The New York committee is con-

(Continued on page 42)

Mr. RATNER

Mr. MITCHELL

Mr. GRAY

Mr. KRUEGER

KTOK CHANGE

Bell as General Manager Prologues Expansion

EDGAR T. BELL, former secretary-treasurer and business manager of the Oklahoma Publishing Co. and its radio properties, last Thursday became general manager of KTOK in his native Oklahoma City, succeeding Robert D. Enoch, who had resigned.

Mr. Bell, a well-known figure in both radio and newspaper circles, is understood to have entered into an agreement with O. L. (Ted) Taylor, president and majority owner of the Oklahoma City ABC regional outlet, whereby he acquires an option for a "substantial interest," to be exercised within one year.

Joining Mr. Bell as sales manager of KTOK will be E. L. Colburn, formerly of the sales staff of WKY Oklahoma City NBC outlet, who recently resigned as commercial manager of KABC San Antonio.

Under Taylor-Bell direction, it was learned that KTOK promptly will undertake an expansion program, including new studios and offices.

Mr. Enoch, who had been with the station for nine years under its present and former ownership, has not announced future plans. At 42, he is a 20-year veteran in radio. He is a director of the NAB, representing District 12 (Kan. and Okla.).

Mr. Bell terminated 33 years with the Oklahoma Publishing Co. in mid-1948, disposing of his stock interest in the publishing firm and its then-owned and affiliated stations—WKY, KLZ Denver and KVOR Colorado Springs. Subsequently KLZ and KVOR were sold. Last year Mr. Bell was associated with Gene Autry, cowboy artist and station owner, in the proposed acquisition of KTSA, San Antonio CBS outlet. The project, however, was dropped because of the Avco rule and the competitive proposal of the *San Antonio Express* which subsequently acquired the station.

Mr. Bell joined the Oklahoma Publishing Co. in 1915 as advertising manager of the *Farmer Stockman*. An early radio enthusiast, he was instrumental in the acquisition by Oklahoma Publishing Co. of WKY in 1928 and in the subsequent purchase, by an affiliated company, of KLZ and KVOR.

Mr. BELL

HELBROS SPOTS

Sets Heavy XELO Contract

HELBROS Watch Co., New York, has signed a contract with XELO Juarez, Mexico, for 35,000 spot announcements yearly—approximately 96 transcribed spots per day—effective immediately [CLOSED CIRCUIT, Jan. 2].

The contract was placed direct by the company. Harvey M. Bond, advertising manager of Helbros, told BROADCASTING: "It is a very special deal." Although a radical departure from the Helbros policy of sponsoring only network shows, the spot schedule does not constitute an abandonment of network programs, Mr. Bond said.

Mr. Bond would not disclose the cost of the special spot schedule, although he did say that the length of the contract was "for several weeks." Helbros Watch Co., through Dorland Inc., New York, its advertising agency, sponsors *Richard Diamond*, a mystery series on NBC.

DC&S APPOINTS

Names Three Vice Presidents

THREE officers of Doherty, Clifford & Shenfield Inc., New York, have been appointed vice presidents.

They are: Samuel L. Frey, who joined the agency in 1946 and is in charge of media; Dr. Philip Reichert, director of the agency's professional division in charge of medical advertising, and Robert E. Shaw, who joined the agency in 1947 and is art director.

HUNT FOODS INC.

Plans AM-TV Campaign

RADIO and television will be used to supplement an advertising, merchandising and sales campaign of unprecedented proportions for Hunt Foods Inc., Los Angeles, during 1950, according to Frank Oxarart, national director of advertising and merchandising.

Mr. Oxarart revealed that programs are being studied. Selection of talent and shows on the basis of audience acceptance and suitability to promote Hunt products will be made on completion of tests in California, he said. Agency is Young & Rubicam Inc., Hollywood.

RONSON BUDGET

'50 Ad Plans Over $2 Million

THE ADVERTISING appropriation for 1950 will be the largest in the history of the Ronson Co., Alexander Harris, president of Ronson Art Metal Works Inc., announced at a sales conference of the company last week. The budget will be in excess of the $2 million spent for advertising in 1949.

One of the features of the five-day sales conference was the special presentation of Ronson's radio and television program, *Twenty Questions*. Also featured at a dinner was Johnny Desmond and the Tony Mattola Trio, stars of the *Johnny Desmond Show* on ABC.

Block Buys on ABS

BLOCK DRUG Co., Jersey City, through Cecil & Presbrey, New York, has signed a contract with the Alaska Broadcasting System on behalf of Amm-i-dent and Mina-poo, to sponsor the *Burns & Allen* program, carried Sunday afternoon on all six ABS stations.

Drawn for BROADCASTING by Sid Hix

"He wants tickets for the Welcome Traveler Show!"

NRDGA MEET

Radio-TV in Major Role

BROADCAST advertising, both radio and TV, has been assigned a major role at this week's convention of the National Retail Dry Goods Assn., Jan. 9-12, at New York's Hotel Statler.

Tomorrow morning (Jan. 10) Maurice B. Mitchell, director of Broadcast Advertising Bureau, will serve as co-moderator of a session at which retailers and media men will discuss "How to Put Over A Coordinated Promotion" of store advertising campaigns involving more than one medium.

Wednesday morning Mr. Mitchell will be joined by Lee Hart, BAB assistant director in charge of retail activity, for a presentation of "A Simple Formula for Buying and Using Radio Time." At that same session, Arthur M. See, sales promotion manager of Saks 34th St., will make an on-the-air presentation, "How to Promote Merchandise on Television," utilizing his store's program, *Your TV Shopper*, on WABD (TV) New York.

Mortimer W. Loewi, director of the DuMont TV Network, will discuss "Television for Retailers" at this session, which will conclude with a review of the best retail radio programs of 1949, winners in the annual contest sponsored by NRDGA and BAB.

On Wednesday afternoon, Justin Miller, NAB president, will speak on "Radio-Retailers and the 1950 Campaign," at a session on public relations.

KELLOGG PLANS

New Series on Mutual

THE KELLOGG Co., Battle Creek, Mich., will sponsor *Mark Trail*, a new children's series, on an eastern test network of 53 MBS stations, including WOR New York, [CLOSED CIRCUIT, Nov. 21, 1949], starting Jan. 30, Monday, Wednesday and Friday, 5-5:30 p.m.

The program is based on a popular comic strip dealing with forest conservation. Contract is for 22 weeks. Kenyon & Eckhardt, New York, is the agency. Program is owned and packaged by Rockhill Radio, New York.

Schlitz NBC Series

JOS. SCHLITZ BREWING Co., Milwaukee (beer), on Jan. 6 started a comedy situation series, *The Halls of Ivy* starring Ronald Colman and his wife Benita Hume, on 165 NBC stations, Friday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Packaged by NBC, the series is written by Don Quinn and Walter Brown Newman. Nat Wolff is director with Sam Fuller, producer for Young & Rubicam Inc., agency servicing the account. Henry Russell directs the music and Ken Carpenter announces.

WHAS NOT FOR SALE

WHAS Louisville, 1-A clear-channel station of the *Courier-Journal* and *Louisville Times*, is no longer on the market for sale, it has been announced.

Officials said the station, which had been open to negotiations since FCC vetoed its sale to Crosley Broadcasting Corp. [BROADCASTING, Sept. 26, 1949,] "has been taken off the market" and that "no further bids for its purchase will be entertained."

The announcement came Dec. 31 from Mark Ethridge, publisher of the *Courier-Journal* and *Times*, and Lisle Baker, vice president and general manager of the radio and newspaper operations.

Bids Received

They said two "serious" bids and several inquiries had been received looking toward acquisition of the station. But, they asserted:

The circumstances under which we were willing 16 months ago to sell WHAS have changed entirely. Our own picture is much brighter and so is television's. Even while negotiations for the sale of the station have been going on, we have been pushing the completion of our television station, as is obvious from the progress on the tower. We expect to be on the air in late February with our own and with the CBS television programs.

Crosley Contract

The reference to their willingness to sell WHAS "16 months ago" related to the date of the sales contract with Crosley. The Avco subsidiary was to pay $1,925,000 for the WHAS-AM-FM-TV properties and lease studios and facilities in the *Louisville Times-Courier Journal* building for 10 years at $75,000 a year. FCC rejected the proposal on grounds that the overlap between WHAS and Crosley's 1-A WLW Cincinnati was too great under the Commissions's duopoly ban.

In the FCC hearing WHAS authorities explained the decision to sell was based on expansion of other interests and a desire of the Barry Bingham family, which owns the newspapers and station, for "complete financial self-containment."

One group known to have been negotiating for the Louisville clear-channel station included H. Leslie Atlass, vice president of the CBS Central Division; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago, and Gene Autry, cowboy actor and broadcaster [BROADCASTING, Oct. 17, 1949]. Negotiations were along the lines of the Crosley-WHAS contract.

Fort Industry Withdrawal

At one time the Fort Industry Co., multiple-station operator, and Comedian Bob Hope were competitors with Crosley for the WHAS radio properties, but withdrew their bids before FCC opened its hearing on the proposed Crosley-WHAS transaction. WHAS operates with 50 kw on 840 kc.

Taken Off Market

FRY TO K&E

Takes Executive Duties

GEORGE THOMAS CLARK FRY, who left ABC last fall as national director of network radio sales, has joined Kenyon & Eckhardt, New York, in an executive capacity. Since his discharge from the U. S. Marine Corps in 1945, Mr. Fry was with ABC, first as a member, then as director of its business development department. Following that he served as eastern sales manager for network radio and television. In July 1948, he was named national director of network radio sales.

Mr. Fry

FOLLOWING her debut on the *Carnegie Hall* program's Christmas broadcast, Margaret Truman is congratulated by Joseph Katz (l), of the Joseph Katz Advertising Agency. The program, sponsored by the American Oil Co., is handled by the Katz agency. With Miss Truman is Charles H. Wagner, American Oil Co. president.

LAURITZ MELCHOIR (center), singer, greets E. F. Kalkhof, advertising director of the American Oil Co., and Mrs. Kalkhof, when they attended the *Carnegie Hall* Christmas program.

NBC MEETING

SPAC Set for Jan. 11 in N.Y.

NBC's 1950 Stations Planning and Advisory Committee will meet for the first time Jan. 11 in New York. The two-part meeting will discuss sound broadcasting matters in the morning and devote the afternoon session to television.

The 1950 SPAC committee for sound broadcasting is made up of Clair R. McCollough, Mason-Dixon Group; Harold Essex, WSJS Winston-Salem, N. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Pill, WSFA Montgomery, Ala.; Walter J. Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston; Walter E. Wagstaff, KIDO Boise, Idaho, and Ewing C. Kelly, KCRA Sacramento, Calif.

Balloting Incomplete

Representing TV non-interconnected stations is John M. Outler Jr., WSB-TV Atlanta. Final balloting for the representative for the television interconnected stations has not yet been completed.

All members of 1949 SPAC who were not reelected have been also invited to attend this first meeting in 1950. They are Martin B. Campbell, WFAA Dallas, who was the 1949 chairman; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJDX Jackson, Miss., and Ed Yocum, KGHL Billings, Mont.

BASEBALL RATES

Examiner Hits WU Policy

WESTERN UNION'S rates and policy for baseball sports service to radio stations last week were declared "unreasonably and unjustly discriminatory, and unlawful" to the extent that the tariff specifies an extra charge for each station in a network in addition to a fee for the subscriber station.

Ruling was made in an initial decision by Hearing Examiner Elizabeth C. Smith. Investigation of the tariff was made last spring [BROADCASTING, June 13, 1949].

"Insofar as Western Union purports to classify the users of the service according to the use made or the value to the user of the service furnished, it subjects radio station subscribers to unjust and unreasonable discrimination in favor of newspaper and press associations," the ruling declared, "in that the identical service is offered to newspapers and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge."

The examiner ordered Western Union to file, prior to the 1950 baseball season, a revision of the tariff to remove the inequities cited. The initial decision, issued Thursday, would become final and effective in 40 days unless contested.

The tariff involved in the hearing was made effective April 19, 1949, and constituted a revision of the earlier tariff so as to incorporate the extra-charge provision for additional stations in a network. Two types of baseball service are offered: Paragraph 1 service and Paragraph 19 service.

Descriptive Service

Paragraph 1 service is a full descriptive service furnished by direct circuit from the scene of the ballgame to the premises of the subscriber and includes a running account of the game plus other related information as reported by the WU operator at the game. This service has been offered for many years.

Paragraph 19 service is new and involves furnishing in one message at the end of the ballgame a resume of highlights plus a summary of innings, batteries, runs, hits and errors.

The revised tariff expressly permits a subscriber-station to furnish Paragraph 1 reports to other stations in a network on additional charge of $2 per game per additional station over the basic fee. Such extra charge for Paragraph 19 service is $1.

Prior to this revision the tariff made no specific provision for network broadcasting of the sports service reports and the examiner found that Western Union violated the Communications Act by allowing station-subscribers to use the service for networking. No further action was considered needed, however, since the revision of the tariff on the matter was declared unlawful.

The report stated that Western Union in 1948 had knowingly permitted WIND Chicago and its Midwest Baseball Network to air game re-creations based on Paragraph 1 service, although contrary to the then existing tariff, because sponsorship contracts already had been set and Western Union was planning to revise the tariff. Prior to 1948, Western Union did not know the network had so used the service, it was said. WIND had been one of the chief opponents to the charges contained in the tariff

(Continued on page 26)

Spry & Radio's Aunt Jenny:

13 YEARS

With

THE RIGHT WOMAN . . . . . .

IN 1936 a new shortening made its appearance on the market and one year later the product enlisted network radio as its largest single salesman.

Skeptics insisted that the new item, Spry, product of Lever Bros. Co., would never crack the comparatively entrenched status of the non-vegetable shortenings. They were even less sanguine about Spry's ability to buck the other big vegetable variant on the market.

Today, 13 years later, Spry is one of the established products in the field with over a million dollars annually devoted to radio, still its largest single salesman.

Moreover, largely as a result of the spur of Spry's advertising, the sales of all vegetable shortenings have increased far beyond the speculations of its greatest exponents, and the Lever Bros.' reports last year listed the sales of Spry as the greatest in its history.

* * *

AUNT JENNY shares a Spry smile with C. J. McCarthy Jr., vice president and account executive for the Lever Bros. product at Ruthrauff & Ryan, New York

The radio history of Spry is in large measure the history of a single show, *Aunt Jenny's Real-Life Stories*, on CBS.

For the first year of its existence Lever Bros. employed a national spot campaign, supplemented by newspapers, to introduce the product. The radio spots plugged the slogan, "Try Spry," and met with such success that the firm plunged into the medium with the network show the next year. "Aunt Jenny" was born full-grown in 1937, a planned brain-child of Lever Bros. and Ruthrauff & Ryan, the agency which today is still handling the show.

At that time, daytime radio fare was limited—quiz and audience participation shows were not known—and the traditionally successful format was that of a serial show. It was decided, however, to experiment with a different kind of daytime program—short, action-packed stories built around true-to-life situations. These five to ten episode stories were to be built about a central character who not only narrated and motivated the dramatic portion of the show but at the same time sold the product. And thus Aunt Jenny was born.

Aunt Jenny Well-Known In All Media

From the start Aunt Jenny never has been exploited as a radio performer but rather as a real person with human understanding. She has become a symbol of her product. Her picture, her cooking methods and her national recipes are featured in national magazine and newspaper ads and in all cook books distributed by the maker of Spry. Aunt Jenny has become the product's trademark.

When the program first went on the air in 1937 it was carried on 55 CBS stations. Today it is heard on 81 stations over the same network.

Public service groups have been quick to recognize and take advantage of the unique relationship that has been fashioned between character and audience. During the war the American Red Cross called on Aunt Jenny to urge the support of her listeners to the service organization. So effective was her urging that the Red Cross was moved to award a special plaque to her in recognition of her accomplishment.

When the Spars and the Waves needed help in recruiting, Aunt Jenny was there with the message. Again certifications of commendation from both these agencies attested to the power of Aunt Jenny to influence audience reaction.

Even a difficult subject such as cancer was treated in a story by Aunt Jenny for the American Cancer Society. Recently Aunt Jenny successfully helped the Girl Scouts recruit new leaders.

During the month of October the case history of an alcoholic's struggle to overcome his weakness was portrayed on the program. The series was rebroadcast for Alcoholics Anonymous, and copies of the scripts were sent to the AA branches throughout the country. Aunt Jenny worked with the cooperation of the Alcoholic Foundation on that series.

In order to achieve the realism that has caused millions of actual

* * *

GEORGE B. SMITH, newly-appointed Spry advertising manager, came to Lever Bros. from Foote, Cone & Belding.

Lever Bros' Shortening Product Blazes a Sales Success Story With Radio

and potential Spry customers to identify themselves intimately with the show, Chief Editor Sidney Slon and Producer Robert Steel have introduced several physical innovations to the program. Instead of the conventional stand mike they placed the microphone on a boom over the heads of the actors, thus freeing them to read to each other rather than to the mike and conveying a naturalness that characterizes every aspect of the operation.

Carrying that characteristic over into sound they have studiously arrayed the effects in a precise and natural relation to action. For example, if the scene is to be played with an entrance door about 12 feet away, the door is set 12 feet from the microphone. The actor making his entrance actually starts his speech near this door rather than relying on the traditional mechanical "fade in" from the dead side of the mike to the live side.

Talent With Show Since 1937

Another element that gives the program its sense of integration is the fact that all of the talent principals have been with the show since its inception. These include Aunt Jenny, herself as well as Announcer Dan Seymour and Organist Elsie Thompson.

The relationship between star and announcer is one that is normally achieved only on the expensive night-time comedy shows. Dan Seymour is cast as a visitor in Aunt Jenny's kitchen, and between them they talk rather than "spiel" the commercial, so that it is often difficult to determine where the show leaves off and the commercial begins. This association between program and product is one that the listener carries away with her.

In a specific test conducted early in the program's history by Radio Eye, the Ruthrauff & Ryan research organization, this desirable association was definitely ascertained by an inordinately high sponsor identification quotient. As might be expected, the survey also showed a much higher percentage of users of the product among listeners than among non-listeners.

The men behind the Spry operation at Ruthrauff & Ryan, besides Mr. Slon and Mr. Steel, are C. J. McCarthy Jr., account supervisor and vice president; R. M. O'Donnell, account executive, and Wilson Tuttle, vice president in charge of radio and television for the agency.

Guiding the fortunes of Aunt Jenny at Lever Bros. are James A. Barnett, vice president in charge of advertising, Michael J. Roche, advertising manager, and George B. Smith, newly appointed Spry advertising manager who moves to Lever from Foote, Cone & Belding.

Nor is Spry without a television history. In fact the product was the second to be advertised on WNBT (TV) New York in 1941 when it featured an hour long video treatment of the Aunt Jenny program. And starting in November 1943, Spry sponsored a half hour show once a week on WABD (TV) New York for 105 weeks. Currently, together with Lux and Pepsodent, Spry is sponsoring *The Clock* on WNBT.

Lauds Radio's Selling Power

In commenting on the AM medium's success with the product, Mr. McCarthy observed, "Through radio we urged people to 'Try Spry,' through radio we have persuaded people to 'Buy Spry.' Radio has sold our product; and we in turn are sold on radio."

In its extended and enthusiastic use of radio, Spry reflects as a product the established viewpoint of the parent company, Lever Bros., and its president, Charles Luckman, a resounding advocate of radio.

Traditionally in the top five in annual radio billing, Lever spent more than $7 million last year exploiting its products on the air.

The first national venture of any of its products into radio occurred somewhat unrelatedly in 1928 when *Amos 'n' Andy* went on the air for Pepsodent, which later became a division of Lever Bros. The show was on the air for Pepsodent until 1937.

At that time Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red, Hot and Blue", was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself instead of directing it at others in the cast.

Mr. Hope allegedly spurned the suggestion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful salesmen in the history of the industry.

Entered Network Radio in 1934

The first network night-time program to take to the air specifically for Lever Bros. was the *Lux Radio Theatre* in 1934, which established itself almost instantly as a radio model in form and success. In common with all Lever Bros. shows now on the air, the show is still in the top 15 in its Hooper category and is first among the dramatic programs.

With the beginning of 1950, Lever is sponsoring eight network radio shows, and significantly one, *Aunt Jenny*, is a daytime serial.

Lever Bros. was first formed in Great Britain by William Hesketh Lever, the son of a well-to-do wholesale grocer of Bonton, Lancashire, when he joined his brother in manufacturing soap. Until that time soap had been sold only in long factory bars. Mr. Lever cut the bars into tablets, wrapped each one, called his brand Sunlight, embarked on an advertising campaign, expanding ultimately to this country where the firm has become one of the two leading soap manufacturers in America.

Today, Lever Bros. Co. is really a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Geoffrey Heyworth as chairman of the board, while Dutch firm is known as Lever Bros. and Unilever N.V., with Paul Rykens as its chairman. Each man is also vice chairman of the other company. Mr. Luckman is president of Lever Bros. in New York.

Lever Bros. always has been a company aggressive and alert to modern selling methods—a policy typified by its success in radio and television.

* * *

ANNOUNCER Dan Seymour, with the show since its inception, does a masterful job of integrating the commercials into the rest of the show.

EFFECTIVE TV commercial is the shot of three dancing chefs who cavort around a large pie.

McCONNELL

Sees Continued Industry Progress

WHILE television in 1950 will prove to be radio's greatest rival, radio is by no means doomed, in the opinion of Joseph H. McConnell, NBC president, who last week released a year-end statement in which he described NBC's parallel progress in both broadcast media.

Mr. McConnell

"Programwise," Mr. McConnell declared, "radio's contributions to the entertainment of the American people will continue to improve. For the first time since its advent in 1920, broadcasting has a rival in its own domain, and the competition is good for it. Television, which progressed so rapidly in 1949, will, in 1950, far exceed its best previous year."

Pointing out that while in its four years of life TV has been nurtured and supported largely by radio, Mr. McConnell asserted: "From now on television at NBC will be 'on its own' as a separate and independent organization. It now has its own studios, showmen, engineers, sales force, newsmen, talent scouts and financial set-up.

"Television finds encouragement in the fact that four of its seven lean years are past. Within the next three years more television stations will move out of the red and into the black. Several video broadcasters already report that they are showing a small profit.

"Every year," he continued, "should find an increase in this upward trend, so that by the end of the next decade television will be established on a highly profitable basis. It will be nationwide in scope."

Mr. McConnell went on to outline the history of radio broadcasting which, he said, is not nationwide but world-wide in scope. Sound broadcasting's alliance with science, he said, has made it the backbone of the American radio industry. He credited American advertisers with the success of radio broadcasting.

The new art of television, Mr. McConnell declared, is so fascinating with its double appeal and service of sight and sound that "starry-eyed soothsayers again have rushed to their crystal balls to catch a picture of the future.

"Enchanted by what they have seen," he added, "they have hastily predicted that the future is all television, that 'sound broadcasting' is doomed.

"But consulting the record of invention in the past reveals evidence that these hasty prognosticators may be looking in the dark. The telegraph was not banished by the telephone, wireless has not eliminated the cables, the phonograph was not killed by radio, the movies did not destroy the theatre, nor did any of these forces do away with books, magazines and newspapers. All these still have their place.

"It is well to observe, however," he continued, "that the older inventions that have survived the onslaught of progress have done so because they adapted themselves to new conditions created by science rather than complacently mold and decay with the old. The electronized phonograph in combination with radio is an outstanding example of what happens when an older art or instrument keeps pace with progress. It too advances, gains added appeal and extends its scope of service."

He stressed his belief that sound broadcasting will continue to serve and sell while television continues its development as a parallel industry.

"By no means is radio doomed," he declared. "It begins a new half century as an ever-widening horizon for service. Sound accepts the challenges of sight in tandem as well as in competition, as the camera joins with the microphone to advance the art of broadcasting. The microphone will continue to speak the message of its sponsor, while television displays the products and through illustrations adds to the pictorial effectiveness of the spoken word."

ARKANSAS GROUP

New Regional Unit Forms

FORMATION of the The Arkansas Group, new regional and national sales representative organization in the state, has been announced by Frank Browne, general manager of KWFC Hot Springs. While the complete list of stations participating has not yet been released, Mr. Browne, who is general manager of the new group, said the new unit would include stations which pinpoint Arkansas coverage state-wide.

The organization, he said, would make "a consolidated effort to seek increased business and negotiate for various other radio services." It is to act as sales representative for the stations involved, offering agencies the opportunity to buy on a one-time clearance, one affidavit and one billing basis, at a group rate.

A manual is being prepared, Mr. Browne said, to tell the story of the organization and of each individual station. It will contain basic data sheets, market and coverage maps and similar information. Headquarters of the group is P. O. Box 1038, Hot Springs.

ALLAN JACKSON (seated), of the CBS Washington news staff, had a big day on a visit to Macon, Ga., when Mayor Lewis B. Wilson (r) presented him with a key to the city, a police chief's badge and a scroll proclaiming him Macon's honorary chief of police for the day "with all privileges, rights and courtesies thereunto attached." Watching the ceremonies are Ben Chatfield, news director of CBS outlet, WMAZ Macon, and Joy Smith, secretary to Mayor Wilson. Mayor Wilson, WMAZ General Manager Wilton Cobb, Commercial Manager Frank Crowther and Mr. Chatfield met Mr. Jackson at the airport to touch off the round of southern hospitality.

FCC Actions

THREE new AM stations proposed to be authorized by FCC last week in initial decisions and four new stations granted in non-hearing cases, two of which were for Hawaii. License of KPAB Laredo, Tex., revoked effective midnight Jan. 31. Details of these and other FCC actions are found in FCC Roundup on page 68 and Actions of the FCC beginning on page 44.

FCC REVAMP

Plans Staff Reorganization

AN ADMINISTRATION plan to reorganize many of the Government's regulatory commissions was reported in the making last week, but FCC seemed likely to be more affected by one of its own devising.

The Administration's plan apparently would set up most or all regulatory agencies along the lines already in effect at FCC and some others, providing for the chairman to be appointed by the President and to be given broader administrative responsibilities.

The Commission's own plan is for a staff reorganization, along functional lines [CLOSED CIRCUIT, Dec. 12, 1949]. Details were first disclosed in connection with job classification papers sent by FCC to the Civil Service Commission. Now it appears virtually certain that FCC intends to proceed as soon as possible, whether the requested job classifications are granted or not.

Under the current plan, four staff bureaus would be set up—Broadcast, Common Carrier, Safety-Special Services, and Field Engineering and Monitoring. Each would have its own legal, engineering, and accounting sections, thus in effect reversing the present alignment wherein there are professional bureaus with each containing sections dealing with broadcasting, common carrier, etc.

Bureau Heads

For the head of each of the four proposed new bureaus, FCC is seeking an $11,200 to $12,000 job classification from CSC. These directors, not yet selected, would have complete charge of their respective bureaus, subject only to the Commissioners themselves.

The Chief Engineer, Chief Accountant, General Counsel and Executive Officer would be FCC's top-flight advisors and representatives, each heading a separate staff bureau. For the Executive Officer, FCC is seeking an $11,200 to $12,000 rating; for the others, $12,000 to $13,000.

Authorities said it was unlikely that CSC would act on the classification requests before the end of April. In the meantime, it was understood, reorganization plans are moving ahead, with a probability that the changes will be accomplished piecemeal, not all at once.

CBS PROMOTES

Four Realignments Announced

HUBBELL ROBINSON Jr., appointed a fortnight ago to CBS vice president in charge of network programs [BROADCASTING, Jan. 2], last week announced the appointment of Robert P. Heller, CBS executive producer in New York since June 1948, as New York director of programs for the radio network.

As CBS-TV program director, Charles Underhill will retain responsibility for all video programs originating in New York. Hollywood-originated shows, both AM and TV, will continue to be supervised by Harry Ackerman, Hollywood vice president and network program director, and Sig Mickelson, as previously announced, remains director of public affairs for both media.

Mr. Heller

Mr. Heller first joined CBS to work on the *Man Behind the Gun* series in late 1940, after working with Norman Corwin on the four-network *This Is War* series.

Prior to becoming head of the CBS documentary unit in 1946, Mr. Heller shuttled back and forth between CBS staff work and wartime assignments such as organizing the UN Information Service's radio department; documentary film production for the War Department with Frank Capra; and the *Why We Fight* orientation series, first as a civilian and later as an Army Signal sergeant.

At the same time last week, realignments in the network's press information were announced by George Crandall, director. Michael J. Foster, executive assistant to Mr. Crandall, was promoted to assistant director of press information, and Michael J. Boscia, who has been supervising publicity for WCBS New York, was named to succeed Mr. Foster as executive assistant to Mr. Crandall.

Mr. Foster was a reporter and sports writer for *The New York Evening Journal* and the *New York Times* before joining the CBS publicity staff in 1938. After four years with the Army Air Force, in which he attained the rank of captain, he rejoined CBS press information in 1946, becoming manager of the department's trade and feature division in 1947.

Mr. Boscia was with 20th Century-Fox advertising before joining CBS publicity in 1941. He left CBS in 1943 to go with Young & Rubicam Inc., New York, returning to the network in late 1944.

WTTM CRUSADER

Mark Wins Fight for Airport

RADIO crusader, George Taylor (Carl Mark, executive vice president and general manager, WTTM Trenton) has won the battle of the Mercer County Airport. The field was turned over to the New Jersey state capital early in December, marking the happy conclusion to Mr. Mark's campaign.

Over a year ago, WTTM points out, Mr. Mark, who commentates at WTTM as George Taylor, first threw the spotlight on the fact that the airport, controlled by the Navy, was going unused while the city suffered the lack of air transportation facilities. From that time on, Mr. Mark pegged away at the impasse, bringing the situation to the constant attention of listeners and to officials at the Defense Department in Washington.

WTTM says the success of Mr. Mark's campaign marks the first time a radio drive in the state helped prompt Governmental action on such an issue. When the airport was acquired early in December, WTTM received the news with accompanying action. First news was bulletined by Mr. Mark. The next day, complete reports of the change-in-hands were broadcast including the first public statements contained in an on-the-spot interview conducted by Special Events Director Ernie Kovacs with John J. Inglesby, Freeholder and Chairman of the Mercer County Airport Committee.

RCA-Victor Record Plans

RCA-VICTOR in 1950 will produce records of 78, 45 and 33⅓ rpm and instruments capable of playing all three, Frank M. Folsom, RCA president, announced last week. The announcement marked a departure in RCA-Victor policy, which until now has confined the company to the manufacture of 78 rpm and its own 45 rpm records and record players.

NBC RESEARCH

Will Be Next Unit Split Between AM, TV

THE NBC research department will be the next to be split between radio and television as the network's reorganization plan develops, it was learned last week.

Although no official announcement of the division was made, it was learned from informed sources that Hugh M. Beville Jr., present director of research, will move up to a staff-level position, acting as adviser to top management on research problems.

Barry T. Rumple, present manager of the research department, will be assistant to Mr. Beville on the staff level, it was said.

The rest of the present research department will be divided into two entities—one for sound broadcasting and the other for television.

George W. Wallace, now television and network sales promotion manager, will become chief of the sound broadcasting research department, which also will include elements of sales promotion.

Robert W. McFayden, now research associate, will head television research, it was said.

Members of the present research staff will be divided between the new radio and television research departments.

Under the reorganization plan, the research departments in radio and television will embrace duties other than pure research, it was said. Both will function in more direct relation to sales and sales promotion than they have in the past.

Mr. Beville

Mr. Rumple

ZECKENDORF

Is New ABC Board Member

WILLIAM ZECKENDORF, president of Webb & Knapp Inc., realtors, has been elected to the ABC board of directors, it was announced last week. Mr. Zeckendorf's election increases to ten the network's present board membership.

Mr. Zeckendorf, who is 44 years old, first gained an international reputation by making available to the United Nations the East River properties in New York he had assembled for other purposes. He also concluded negotiations which led to the purchase by ABC of the site of its television center on 66th St. in New York.

Mr. Zeckendorf, president of many real estate companies from coast-to-coast, is also president of the board of trustees of Long Island U.

Other ABC board members include: Edward J. Noble, chairman; Mark Woods, vice chairman; Robert E. Kintner, president; Earl E. Anderson, Alger B. Chapman, Robert H. Hinckley, C. Nicholas Priaulx, Franklin S. Wood and Owen D. Young.

Navy 'Powerhouse'

AWARD of a $999,735 contract for construction of a transmitter building to house a new Navy radio station at Jim Creek, Wash., has been approved by the Navy Bureau of Yards and Docks. Station is designed to be "the most powerful in the world," and will have more than 1,000 kw power to provide effective Naval communications throughout the Pacific area. Construction of building, expected to be completed within 18 months, will be started by Feb. 1, officials said.

PROPOSED AMs

At Guthrie and Lancaster

INITIAL DECISIONS were reported by FCC last week to grant a new AM station at Guthrie, Okla., on 1490 kc with 250 w fulltime to the Leader Publishing Co. and to grant a new AM outlet at Lancaster, Calif., on 1340 kc with 250 w fulltime to the Antelope Broadcasting Co.

Denials were proposed for their respective competitors, Enid Broadcasting Co. at Enid, Okla., and Antelope Valley Broadcasting Co., Lancaster.

In the ruling proposing to grant the bid of Leader Publishing Co., Hearing Examiner J. D. Bond found that Guthrie presently has no local station while Enid already has two outlets.

Smith Preference

Hearing Examiner Elizabeth C. Smith, in the California case, preferred Antelope Broadcasting over Antelope Valley Broadcasting on grounds of integrated ownership and operation. Antelope Valley, a limited partnership of two nonresident general partners and nine local resident limited partners, would be operated by the former group only, the decision stated. All ten stockholders in Antelope Broadcasting, eight of whom are local residents, would operate the proposed station, however, it was noted.

Ownership details:

Leader Publishing Co., Guthrie, Okla.—Principals: Raymond H. Fields, active for many years in national affairs of American Legion. He owns less than controlling interest in company which publishes newspapers in four cities in Oklahoma. He also has real estate and oil property holdings and is part owner of WLRP New Albany, Ind. Thomas W. Prentice and M. P. Long, who have business interests related to L. H. Wentz deceased and joint executors of his estate. Mr. Wentz prior to his death owned 49% stock in Leader Publishing Co.

Antelope Broadcasting Co. Inc., Lancaster, Calif.—Principals: James B. French, 33⅓%. Mr. French is first vice president of applicant corporation and supervisor of engineering maintenance and construction for Columbia Broadcasting Co., North Hollywood, Calif. W. B. Carter, president and director has 17½% interest, he is a rancher, real estate owner and president of Lancaster Radio Inc., electrical appliance, radio sales and service business.

IT'S a silver signet ring for Irving E. Rogers (2d l), pres.-treas., Hildreth & Rogers Co., owner-operator of WLAW-AM-FM Lawrence, Mass., as he marks 26 years with firm. L to r: David M. Kimel, WLAW sales mgr.; Mr. Rogers; his son, Irving E. Rogers Jr.; Fred A. Sullivan, prom. mgr.

NEW directors of Jerry Fairbanks Inc., Hollywood radio and television production firm, get together with Jerry Fairbanks (center), president of the firm. New executives are Russ Johnston (l), vice president of the organization, and Frank Mullen, chairman of the board [BROADCASTING, Dec. 5].

BEN DUFFY, president, BBDO, New York, visits with WCBS New York Commentator Margaret Arlen on her show. Mr. Duffy discussed his career with the agency where he started as office boy in 1919 and also spoke on behalf of Arthritis and Rheumatism Foundation of which he is a committee member.

CONGRATULATING Florence George, soprano, on receipt of painting by artist Philip Paval, are Carlton Adair (l), prog. dir., Don Lee Broadcasting System, and Robert J. McAndrews, director, SCBA. Miss George, wife of Everett Crosby, pres., Bing Crosby Enterprises, was feted by American Scandinavian Soc.

THE *Breakfast in Hollywood* program gets a new treatment as these three ABC executives "put in their order" from the beach at Hilo, Hawaii. They are (l to r), Clair Weidenaar, producer of the show; Bud Edwards, Western Div. prog. dir.; Fran Conrad, West Coast station relations mgr.

WHILE attending a convention in New Orleans, Basil L. Emery (r), vice president of the Chesebrough Mfg. Co. of New York, visited the studios of CBS outlet, WWL. Mr. Emery is greeted by Jack Halladay, WWL promotion manager. Chesebrough sponsors the *Dr. Christian* program over CBS.

FM ISSUE

Straus, Armstrong, Chain State Views

FM'S STATUS, the reasons for it and ways to improve it, continued to get attention last week.

In a letter to the *New York Times*, President Nathan Straus of WMCA Inc., who had planned to close WMCA-FM on Dec. 30 (see story below), said:

It seems to me that FM has been stillborn, not because the competition of television has doomed it, but because its performance has fallen far short of its promise. FM is a service which, for the ordinary listener to the ordinary program in the average location, has no advantages over AM. On the other hand, it has definite and substantial drawbacks.

Mr. Straus felt that the principal advantages claimed for FM —freedom from static, and higher fidelity—are more theoretical than real. A drawback, he said, is the necessity for pinpoint tuning.

John E. Armstrong of Scarsdale, N. Y., accepted the static-free, higher-fidelity attributes of FM, but felt "numerous" factors have impeded it, aside from television.

In a letter to the *Times*, he asserted: (1) Most sets aren't engineered to make FM sound any better than AM; (2) most FM tuners have no automatic frequency control; (3) most sets and tuners were not "drift compensated"; (4) most have built-in antennas, which "are not practical"; (5) FM programming is "for a large part canned music."

Sol Chain, manager of WBIB-FM New Haven, Conn., suggested that FCC might "begin reducing AM operating schedules." In that event, he said, "I am sure that all FM stations, strictly FM that is, would be happy to add to their present schedules the same number of hours lopped off AM hours."

Writing the Commission in connection with its proposal to boost FM's minimum operating hours [BROADCASTING, Nov. 21, Dec. 19, 26, 1949], Mr. Chain said:

. . . I, like many other veterans, put money, blood, sweat, tears and years into FM because I believed the Commission was sincere about FM and would do everything possible to foster its growth. The Commission has been very kind and liberal in relaxing rules to make it possible for us to continue sweating, but where is the concrete action to let the American public know that FM was intended to replace AM?

Why cannot AM stations duplicating on FM be required to use some AM time to explain FM to their listeners instead of keeping it as dark a secret as possible? Are AM stations who do nothing to promote the growth of FM operating in the public interest?

WMCA-FM SALE

Gives New Lease on Life

WMCA-FM New York, whose owner, Nathan Strauss, announced a fortnight ago would go off the air because it was losing money, [BROADCASTING, Dec. 26, 1949] has been sold, pending FCC approval or denial to a syndicate of unidentified buyers, it was learned last week.

Spokesman for the syndicate, Frank Stapleton, of the New York law firm of Engle, Judge and Miller refused to identify its members.

It was also learned that Storecast Corp. of America had agreed to buy blocks of time for its operations, thereby lending a degree of financial security to the new ownership. It also was thought possible that Stanley Joseloff, Storecast president, was one of the syndicate members. Mr. Joseloff could not be reached for comment.

WMCA-FM is remaining on the air pending FCC action on the sale. Papers will be filed, according to Mr. Stapleton, within the next two weeks. Should FCC turn down the sale, the station will leave the air, unless another prospective buyer can be found.

WEW-FM OFF AIR

Cites Lack of FM Acceptance

WEW-FM, owned by the U. of St. Louis, was reported last week to have gone off the air Dec. 30, with Rev. Paul C. Reinert, S.J., president of the university, explaining that the decision stemmed from "the fact that FM has not been accepted by the general public."

It was felt, Father Reinert said, that "it will be in the public interest to concentrate all efforts on the operation of WEW." The FM outlet had been on the air since May 1947, operating on Channel 236.

WAAT SUIT

Seeks To Restrain WPAT

BREMER Broadcasting Co., owner and operator of WAAT Newark, last week started suit in New Jersey's Superior Court Chancery Division to restrain WPAT Paterson from using the word "frolic" in the name of one of its new programs.

Dave Miller, who since 1940 had emceed for WAAT a program entitled *Hometown Frolic*, last Christmas Eve joined WPAT to emcee *Dave Miller's Frolic*. WAAT claims it has another program aside from the former *Hometown Frolic* listed as *Nighttime Frolic*. The suit names WPAT, the North Jersey Broadcasting Co., Dave Miller and Station Manager Herman Bess.

The suit also seeks to restrain Mr. Miller from using a list of 125,000 listeners he compiled while at WAAT, and which he allegedly has in his possession. It seeks to have him return the list, an accounting of the profits of the new show, and an unspecified amount of damages.

XUM

CONGRESS

Communications Groups Map Plans

TWO COMMUNICATION subcommittees were marking time last week—as the 81st Congress returned to its legislative chores—preparatory to exploring communications problems relating to FCC, but at different levels.

The House Interstate & Foreign Commerce Committee plans to meet this Wednesday to review the legislative agenda of proposals which will command most of its attention throughout the coming session. On the meeting may hinge whether its FCC-FTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), will delve into the McFarland FCC reorganizational bill, and if so, to what extent.

Rep. Sadowski is expected to confer with Chairman Robert Crosser (R-Ohio) of the House Commerce Committee and other members on the advisability of holding hearings on the measure (S 1973) introduced by Sen. Ernest W. McFarland (D-Ariz.) and designed to realign the Commission along procedural lines.

While it passed the Senate with legislative ease, the proposal is expected to encounter stiff opposition on the House side—because of certain technicalities in its provisions and because some authorities feel it is not all-embracing [BROADCASTING, Dec. 26, 1949].

In the Senate, Sen. McFarland's communications group likewise is biding its time before launching its contemplated probe of spectrum space dealing with use of radio frequencies by government agencies and commercial radio-television stations through FCC allocation. Sen. McFarland said last week no action would be taken until Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee and a member of the subcommittee, returns to Capitol Hill from his Panama trip. He is expected back late this week.

New Channels

The McFarland group feels that frequencies could be better coordinated, especially among government users, which might in turn open up new channels for FCC allocation to broadcasters. The study has been under deliberation for some time. Also slated for inquiry is the problem of domestic and international records communications.

Meanwhile, Congress turned its attention last week to additional measures designed to eliminate excise taxes on musical instruments and either repeal or cut those on radio, telegraph and telephone facilities.

A measure (HR 6563) by Rep. Daniel A. Reed (R-N. Y.) would exempt musical instruments while retaining the tax on radio receivers, phonograph records, etc. His proposal also provides for a tax cut on capital gains. By reducing the rate from 50% to 40%, a maximum tax of only 16% could be imposed compared to 25% at present.

Bill provides that any business enterprise operated by an individual or a partnership consisting of not over 20 persons may be treated, for tax purposes, as if it were a corporation. Unincorporated businesses would be taxed like corporate firms.

The Senate Appropriations Committee last week also announced it had studied the proposed "omnibus" or "package" appropriation bill, which the Senate adopted by resolution, looking toward adoption by Congress this year. The new method, to be studied further by a joint Senate-House group, would lump all requests for funds for agencies like FCC under one measure.

President Truman is expected to submit his annual budget message to Congress early this week, possibly today. Budget will cover expenditures for FCC, State Dept., and others for fiscal 1951.

DEMOCRATS ON AIR

Appear on Radio, TV Shows

DEMOCRATIC Party leaders appeared before microphones and television cameras in numbers last week as legislators reconvened on Capitol Hill for the second session of the 81st Congress.

Programs in which they participated in the past fortnight included NBC's *American Forum of the Air*, Jan. 8 (yesterday); ABC's *Cross Country Cross Section*, Jan. 4; NBC-TV's *News Caravan*, Jan. 2; MBS' discussion program, 10:30-11 p.m., Jan. 2; WMAL-TV Washington's *Capital Closeup*, Dec. 30; CBS' *Capitol Cloakroom*, Dec. 30; NBC's *Pro and Con*, Dec. 30.

Among legislators who appeared were Sen. Scott Lucas (D-Ill.), Senate Majority leader; Sen. Tom Connally (D-Tex.); Sen Paul Douglas (D-Ill.); William M. Boyle Jr., chairman of the Democratic National Committee; Vice President Alben Barkley; Rep. John McCormack (D-Mass.), House Majority leader.

Meanwhile, in a Democratic year-end report, Chairman Boyle revealed unprecedented requests for party assistance in obtaining radio time and preparing programs during 1949. Over 400 network broadcasts and telecasts were arranged for administration spokesmen with the committee's aid, he noted.

FCC on Hoover Plan

REPORTS of the Senate Executive Expenditures Committee on progress of Hoover Commisison recommendations to date have been compiled in a 388-page booklet published by the U. S. Government Printing Office. Booklet gives digest of principal recommendations, summarizes comments of FCC, FTC and other agencies relative to reorganizational plans, and outlines plans submitted and approved during first session of 81st Congress. Also included is Budget Bureau analysis of various proposals, as well as pending legislation. Book is available from U. S. Government Printing Office, Superintendent of Documents, Washington 25.

HOLDING POW WOW with his fans in celebration of sponsorship of *Hopalong Cassidy* on MBS eastern network by General Foods is Bill Boyd (center), who plays title role. L to r: Lewis Allen Weiss, chairman of board of Don Lee Network and MBS board member; Mr. Boyd; Robert Hussey, head of program development, Young & Rubicam Inc.; Sam Fuller, Young & Rubicam Inc. radio supervisor. Program is sponsored on Don Lee by Lewis Food Co. (Dr. Ross Dog & Cat Food).

'VOICE' PROBLEMS

Advisory Group Reports

LACK of funds is hampering the effectiveness of the U. S. international information program, including Voice of America operations, Congress was advised last Wednesday by the U. S. Advisory Commission on Information.

On the other hand, the commission reported, many specific steps have been taken in accordance with its recommendations in broadcasting, film production and other activities.

"Effective among these has been the increased use of local medium-wave radio time, documentary and informational films, and mobile units to carry the American story to the grass roots," the report pointed out. The advisory group said that the program "falls short of the effectiveness expected by Congress because it seriously lacks funds" and pointed out that needs as estimated by State Dept. were cut 50% by the Budget Bureau and Congress. The bureau already has set a ceiling of 61% below the program's stated needs for fiscal 1951, it added.

The commission also cited continued difficulty in getting professional personnel, but said State Dept. had showed its greatest improvement in integration of policy-making groups and information media heads.

Second Review

Report was the second semi-annual review submitted to Congress by the commission and was referred, along with a complete report on international information and educational exchange program, to the Senate Foreign Relations Committee.

Mark Ethridge, publisher of the *Courier-Journal* and *Louisville Times*, is chairman of the commission, which also includes Justin Miller, NAB president; Philip D. Reed, chairman of the board, General Electric Co.; Erwin D. Canham, editor, *Christian Science Monitor*, and Mark May, director of Yale U.'s Institute of Human Relations. Commission was established to formulate and recommend policies and programs for carrying out the 1948 Educational Exchange Act.

Meanwhile, State Dept.'s Office of International Information last week named Charles M. Hulten, formerly of the Stanford U. faculty, as general manager of overall information activities, including Voice of America.

XUM

RED INROADS

Detailed to Senate Group

THE U. S. Communist Party has succeeded in infiltrating certain key unions in the radio, communications, motion picture and other fields, and has the means to call extensive strikes as a prelude to revolution.

That belief was voiced by John J. Huber, one-time informer for the FBI who himself infiltrated the Communist Party as a member from 1938 to 1947. He appeared before a closed-door session of the Senate Judiciary Immigration subcommittee held last fall. Testimony was released by the group the past fortnight, and will serve as the basis for a report on alien influences sometime before March.

Mr. Huber stated that in 1942 he sat in on a Communist meeting at which plans were laid to capture these vital industries and to say "that the party has succeeded in its ambitious plans would be an understatement." He cited the entertainment realm as the most cultivated. Mr. Huber's testimony alluded chiefly radiowise to Norman Corwin, member of the radio division, UN Dept. of Public Information, and William Gailmor, radio commentator, whom he cited for associations with alleged Communist-front organizations.

Testimony on Morgan

Henry Morgan, of NBC's *Henry Morgan Show* made a collection speech, Mr. Huber testified, at an "anti-discrimination" rally held in 1946 by a veterans group, labeled a Communist-front. Mr. Morgan said he also would "accept Catholic money," according to Mr. Huber, who said the rally was largely directed against Catholics for their opposition to Russia.

Mr. Huber expressed surprise that Mr. Corwin, former CBS writer-producer and once proposed as FCC Commissioner, now is working for UN, "writing radio scripts for American radio stations," because "he appeared and spoke at many meetings and never deviated from the Communist party line."

Further, Mr. Corwin was active during 1947 in an appeal for reinstatement of such "leftwing" news commentators as Robert St. John, Frank Kingdon, Johannes Steel and Mr. Gailmor, Mr. Huber asserted.

Mr. Huber also mentioned the March 1949 Cultural and Scientific Conference for World Peace, held in New York, which included registrations by Clifford Durr, former FCC Commissioner and now Washington attorney, and Arthur Gaeth, author and radio commentator.

WPAT Power Increase

WPAT PATERSON, N. J., has increased its power from 1 kw to 5 kw on 930 kc, beamed on a four-element directional antenna, and is now broadcasting on a 24-hour daily schedule, it was announced last week.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Nov. 30 279
Number of network commercials starting during December 4
Number of network commercials ending during December 19
Number of commercials on the four nationwide networks, Dec. 31 264

December Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Procter & Gamble	Lorenzo Jones	NBC	Mon.-Fri., 4:30-4:45 p.m.	Dancer-Fitzgerald Sample
Anahist Co.	Counter-Spy	ABC	Thur., 7:30-8 p.m.	Foote, Cone & Belding
Chamberlain Sales	John B. Kennedy	MBS	Sat., 7:55-8 p.m.	BBDO
Hallicrafters Co.	Hollywood Quiz	MBS	Sat., 5:45-6 p.m.	Sorensen

December Deletions

Greystone Press	Mr. Fix It	NBC	Sun., 12-12:15 p.m.	H. B. Humphrey
Gruen Watch Co.	Hollywood Calling	NBC	Sun., 7-7:30 p.m.	Grey Adv.
Sterling Drug	Lorenzo Jones	NBC	Mon.-Fri., 4:30-4:45 p.m.	Dancer-Fitzgerald Sample
Longines-Wittnauer	Choraliers	CBS	Sun., 2-2:30 p.m.	Victor Bennett Co.
Longines-Wittnauer	Symphonette	CBS	Sun., 5:30-6 p.m.	Victor Bennett Co.
Elgin-American	You Bet Your Life	CBS	Wed., 9-9:30 p.m	Weiss & Geller
Wm. H. Wise & Co.	Get More Out of Life	CBS	Sun., 1:30-1:45 p.m.	Thwing & Altman
Radio Offers Co.	Pick a Date	ABC	Tues., 11:30-11:45 a.m.	Huber Hoge
Radio Offers Co.	Pick a Date	ABC	Wed., 11:30-12 noon	Huber Hoge
Radio Offers Co.	Sidney Walton	ABC	Tue. & Thur., 3-3:15 p.m.	Huber Hoge
Radio Offers Co.	Housewives Money-Maker	ABC	Thur., 10:45-11 a.m.	Huber Hoge
Kaiser-Frazer Corp.	Walter Winchell	ABC	Sun., 9-9:15 p.m.	Wm. H. Weintraub
Anahist Co.	Counter-Spy	ABC	Thur., 7:30-8 p.m.	Foote, Cone & Belding
General Mills	Modern Romances	ABC	Mon.-Fri., 11-11:15 a.m.	Dancer-Fitzgerald-Sample
Pillsbury Mills	House Party	ABC	Mon.-Fri., 12-12:25 p.m.	Leo Burnett
Pillsbury Mills	Galen Drake	ABC	Mon.-Fri., 4-4:15 p.m.	Leo Burnett
P. Lorillard Co.	Stop the Music	ABC	Sun., 8-8:15 p.m.	Lennen & Mitchell
Murine	John B. Kennedy	MBS	Sat., 7:55-8 p.m.	BBDO
Helbros Watch Co.	Quick as a Flash	MBS	Sat., 7:30-7:55 p.m.	Dorland Inc.

December One-Timers

Gillette	Blue-Gray Football Game	MBS	Dec. 31, 2:30 p.m.	Maxon
Gillette	East-West Football Game	MBS	Dec. 31, 4:30 p.m.	Maxon
Paramount Pictures	Samson & Delilah	MBS	Dec. 21, 8-8:30 p.m.	Buchanan
20th Century-Fox	Twelve O'Clock High	MBS	Dec. 31, 11:55-12 midnight	Charles Schlaifer Co.
Capehart-Farnsworth	Christmas Carol	MBS	Dec. 25, 3-3:30 p.m.	J. M. Mathes
Faydrex Corp.	Hollywood Round-Up	MBS	Dec. 9, 3-3:30 p.m.	direct
Stanley Home Products	Boys Town Choir	ABC	Dec. 11, 5-5:30 p.m.	Chas. W. Hoyt
General Mills-Wilson Sporting Goods	Nat'l Prof. Football Champ. Game	ABC	Dec. 18, 4:30-7 p.m.	Knox-Reeves & Ewell Thurber
Doubleday & Co.	Jacques Fray	ABC	Dec. 3, 1:45-2 p.m.	Huber Hoge
Radio Offers Co.	Shoppers Special	ABC	Dec. 10, 9:30-10 a.m.	Huber Hoge
Hotpoint Inc.	Hotpoint Holiday	CBS	Dec. 25, 5-6 p.m.	Maxon
Continental Baking Co.	The Rising Wonder	CBS	Dec. 30, 9:30-10:30 p.m.	Ted Bates

WDZ DECATUR

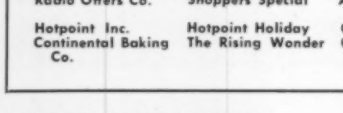
Emphasis on Central Ill.

EMPHASIS by WDZ on Central Illinois markets has followed its completed move from Tuscola to Decatur, some 40 miles west in the heart of the state's mid-section, the station reported last week.

WDZ now claims it has access to "one of the richest markets in the country" and is in a position to reach 13% more people in the listening area as a result of its move. According to station estimates, a total of 824,000 people with 232,000 radio homes now are in the WDZ half millivolt area. Operations have been consolidated at new studios on the second floor of the DeWitt Bldg. in Decatur, following FCC sanction for the move.

An auxiliary studio in Tuscola is being retained by WDZ for that city and Douglas county broadcasts of public service nature. Station is managed by Frank C. Schroeder Jr. Charles C. Caley, Director of NAB District 9 is president of WDZ Broadcasting Co., licensee.

* * *



WDZ's new studio

SEC-FTC Report

U. S. MANUFACTURING corporations during the third quarter of 1949 recorded about $300 million in profits after taxes, or a 15% increase over second-quarter figures, according to the quarterly joint report of the Securities & Exchange Commission and Federal Trade Commission. Profits after taxes rose from $2 billion to $2.3 billion.

BARRETT NAMED

Will Supervise 'Voice'

EDWARD WARE BARRETT, wartime director of overseas operation for the Office of War Information and for the past four years editorial director of *Newsweek* magazine, has been nominated by President Truman for the post of assistant secretary for public affairs. Senate confirmation is expected momentarily.

Mr. Barrett

Mr. Barrett succeeds George V. Allen, who resigned last November to become ambassador to Yugoslavia. The State Dept. post entails supervision of Voice of America programs and other international activities. He plans to assume his position about mid-February.

A member of CBS' publicity department in the early '30s, Mr. Barrett will be responsible for conducting activities of the Offices of International Information and Educational Exchange, developing policies relating to division of radio frequencies for international broadcasting, advising Secretary Dean Acheson on public opinion factors in the development of policies and for U. S. participation in UNESCO, according to the State Dept.

WLIB STAFF

Six Added to Sales Force

SIX radio time salesmen were appointed last week to the commercial staff of WLIB New York, Harry Novik, general manager, announced.

They are: Arthur Poppenberg, formerly with NBC and ABC, and at one time assistant manager of Taylor - Howe - Snowden Radio Sales; Helen Wood, former general manager of WCCC Hartford, assistant to the president of WIBX Utica, and head of the station representative firm of Helen Wood & Colton; Milton Lasker, previously of WMGM New York; Benjamin Segal, recently in the publishing business; Louis Mitchell and Julius Boyd, both previously with the *New York Age*.

Charles S. Hallenbeck

CHARLES S. Hallenbeck, 60, office manager since 1934 of the engineering section of the AT&T long lines department, died last Monday at his Mahwah, N. J. home. Death was caused by a heart attack, and came an hour after his induction as a member of the Mahwah township committee. Mr. Hallenbeck, who had been with The Bell System for 32 years, was a Polytechnic Institute graduate. He is survived by his widow, the former Inez Stevenson.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
NOVEMBER 20-26, 1949
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,967)	(10.1)	(+0.1)
1	1	Lux Radio Theatre (CBS)	11,038	28.1	+2.3
2	2	Godfrey's Talent Scouts (CBS)	8,760	22.3	+0.3
3	3	Jack Benny (CBS)	8,642	22.0	+0.3
4	4	My Friend Irma (CBS)	8,524	21.7	+2.7
5	12	Mystery Theatre (CBS)	7,306	18.6	+2.1
6	11	Fibber McGee & Molly (NBC)	7,071	18.0	+1.5
7	6	Charlie McCarthy (CBS)	7,031	17.9	+0.3
8	22	Day in Life of Dennis Day (NBC)	6,521	16.6	+2.3
9	27	People Are Funny (NBC)	6,481	16.5	+2.9
10	13	Walter Winchell (ABC)	6,442	16.4	+0.3
11	5	Amos 'n' Andy (CBS)	6,324	16.1	—2.0
12	32	You Bet Your Life	6,246	15.9	+3.0
13	14	Bob Hawk (CBS)	6,167	15.7	—0.2
14	21	Horace Heidt (CBS)	6,167	15.7	+1.4
15	9	Bob Hope (NBC)	6,128	15.6	—1.1
16	17	Red Skelton CBS)	6,089	15.5	0.0
17	35	Gene Autry (CBS)	6,010	15.3	+2.7
18	16	Inner Sanctum (CBS)	5,853	14.9	—0.6
19	26	Mr. District Attorney (NBC)	5,814	14.8	+1.1
20	45	Bing Crosby (CBS)	5,814	14.8	+3.6
EVENING, MULTI-WEEKLY (Average for All Programs)			(2,710)	(6.9)	(0.0)
1	1	Beulah (CBS)	5,185	13.2	+1.1
2	3	Oxydol Show (CBS)	4,753	12.1	+2.1
3	2	Lone Ranger (ABC)	4,125	10.5	—1.4
WEEKDAY (Average for All Programs)			(2,082)	(5.3)	(—0.3)
1	1	Godfrey (Liggett & Myers) (CBS)	4,085	10.4	—0.3
2	2	Godfrey (Nabisco) (CBS)	3,810	9 7	+0.8
3	11	Godfrey (Gold Seal) (CBS)	3,339	8.5	+0.6
4	3	Right To Happiness (NBC)	3,260	8.3	—0.5
5	4	Romance of Helen Trent (CBS)	3,182	8.1	—0.7
6	7	Young Widder Brown (NBC)	3,142	8.0	—0.1
7	5	Pepper Young's Family (NBC)	3,064	7.8	—0.8
8	8	Wendy Warren (CBS)	3,025	7.7	—0.4
9	13	Ma Perkins (CBS)	2,907	7.4	—0.3
10	6	When a Girl Marries ((NBC)	2,907	7.4	—1.0
11	10	Backstage Wife NBC)	2,907	7.4	—0.6
12	17	Rosemary (CBS)	2,907	7.4	0.0
13	9	Aunt Jenny (CBS)	2,868	7.3	—0.7
14	16	Big Sister (CBS)	2,868	7.3	—0.3
15	14	Our Gal, Sunday (CBS)	2,868	7.3	—0.4
DAY, SATURDAY (Average for All Programs)			(2,514)	(6.4)	(+0.9)
1	1	Armstrong Theatre (CBS)	4,753	12.1	+2.3
2	5	Grand Central Station (CBS)	4,399	11.2	+2.8
3	3	Stars Over Hollywood (CBS)	3,889	9.9	+0.5
DAY, SUNDAY (Average for All Programs)			(1,611)	(4.1)	(+0.4)
1	1	True Detective Mysteries (MBS)	5,696	14.5	+2.6
2	2	Shadow (MBS)	4,596	11.7	+1.1
3	3	Martin Kane, Private Eye (MBS)	4,282	10.9	+1.1

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HAWAII GRANTS

Two New AMs Approved

GRANTS for two new AM stations in the Hawaiian Islands last Thursday brought the islands' total to 11.

Royal V. Howard, consulting radio engineer and former director of NAB's Engineering Dept., was authorized to build a fulltime station at Waipahu, Oahu. This will 250 w.

Rural Broadcasting Co., headed by Victor Eckland of KULA Honolulu, was authorized to use 920 kc with 1 kw for a new fulltime station at Waipahu, Oahu. This will be Oahu's first rural station.

Mr. Howard told BROADCASTING he expected to have his station on the air March 15 to "bring to this billion-dollar market and 49th state a new public service" and "a modern program structure that with the finest of engineering technics will enable us to serve all the people of Hawaii." The station, to feature news, sports and music, will be represented by Forjoe & Co.

(Other details in FCC Roundup, page 68.)

WGBS TECHNICIANS

NLRB Orders Election

TECHNICAL employes of WGBS-AM-FM Miami, licensed to The Fort Industry Co., have been directed by NLRB to hold an election in order to determine whether they should be represented by IBEW's Electrical Workers' Union Local 349.

The Fort Industry Co. has objected only to IBEW's unit description on the ground that WGBS announcers will occasionally operate control room equipment, and that they will then improperly come within the scope of the unit. NLRB said it did not interpret the unit as including announcers, who are covered by AFRA, and ruled that licensing of technical employes is not the sole criterion as contended by the employer. NLRB said it found that "all employes engaged in the operation and maintenance of all technical equipment" at WGBS-AM-FM "constitute a unit appropriate for collective bargaining purposes."

On the dotted line . . . . .

WILLIAM H. WIECHMANN, president of Wm. C. Wiechmann Co., sets third consecutive contract for department store's sponsorship of newscasts on WSAM Saginaw, Mich. L to r are: William T. Kessell, Wiechmann Co.; Bob Liggett, WSAM news staff; Mr. Wiechman, and Ed Campbell, WSAM sales department.

THREE 15-minute periods weekly on the *Afternoon Swing Session* over WWRL Woodside, N. Y., are sponsored by Quaker Oats Co., as C. R. Adams, mgr., N. Y. sales, Quaker Oats, sets the deal. L to r: Disc Jockey Phil Gordon; Selvin Donneson, WWRL sales; Mr. Adams; John G. Cole, Ruthrauff & Ryan.

BROOKLYN Dodgers' infielder Jackie Robinson completes contract for his new ABC sports show (Sunday, 10:30-10:45 p.m.) starting Jan. 22. At signing are l to r: Thomas Velotta, ABC v. p.; Mr. Robinson; Harry Solow, Mr. Robinson's business agent, and Robert E. Kintner, ABC president.

BILL RING (center) arranges to present *Bill Ring Time* Mon.-Fri. over KXYZ Houston and the "Taystee Texas Network" (KFDM Beaumont, WBAP Fort Worth-Dallas, KFDX Wichita Falls). Smiling approval are Fred Nahas (l), KXYZ executive v. p., and Guy Gibbs, of Taystee.

FIRST Federal of Detroit, fifth place in size among the 1,500 federal savings and loan associations, again will sponsor the *Bud Guest Show* on WJR Detroit. Renewing contract is Walter Gehrke (seated), First Federal pres. Looking on are Bud Guest (l) and Karl G. Behr, Behr Advertising.

DUAL contracts for renewal of Lucas Co. sponsorship of two programs on WTTM-NBC Trenton, N. J., are completed by Carl Mark (l), WTTM v. p. and gen. mgr., and Francis J. Lucas (center), pres., Lucas Motor Co., Ford dealer in Burlington, N. J. At right is Fred Bernstein, WTTM sales mgr.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.
Jan. 15-17: Mid-winter conference Advertising Assn. of the West, Hotel Sainte Claire, San Jose, Calif.
Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.
Jan. 18-19: RMA Industrial Relations Committee conference, Statler Hotel, New York.
Jan. 23-24: Joint meeting NAB board of Structure and Finance committees, NAB Hdqrs., Washington.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 8: Annual clinic of Television Broadcasters Assn., Waldorf Astoria Hotel, New York.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.
Feb. 9-10: Canadian Broadcasting Corp., board of governors meeting, Ottawa.
Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.
March 3-4: Western Radio-Television third annual conference, Seattle, Washington.
March 5: Radio and Television Award Dinner, New York.

BASKETTE NAMED

Heads Radio Journalism Group

FLOYD K. BASKETTE, associate professor of journalism, U. of Colorado, has been elected chairman of the Council on Radio Journalism, according to Mitchell V. Charnley, professor of Journalism, U. of Minnesota and 1949 council chairman, who supervised the election. Arthur C. Stringer, NAB staff director, was elected secretary-treasurer. The council was formed five years ago as a cooperative enterprise to raise radio news standards by joint action of the American Assn. of Schools and Depts. of Journalism and the NAB.

Elected to three-year terms are Wilton E. Cobb, WMAZ Macon, Ga.; Karl Koerper, KMBC Kansas City; Arthur M. Barnes, State U. of Iowa; Mr. Baskette. Other directors are Kenneth G. Bartlett, Syracuse U.; William Brooks, NBC; Eugene Carr, Brush-Moore stations; Mr. Charnley; Baskett Mosse, Northwestern U., and Mr. Stringer.

Outdoor Music Urged

NATIONAL Wildlife Federation is striking a musical note in its requests to stations, both radio and TV, to feature outdoor music during National Wildlife Restoration Week, March 19-25. The Federation has announced it is seeking cooperation from all U. S. stations to use the outdoor format while reminding listeners "to practice and support conservation of our natural resources and fish and wildlife. . . ." New York City's water shortage, it said, points up importance of future conservation.

SERIES of 20 half-hour dramas, *Twice Told Tales*, heard over WMAW Milwaukee, features Marquette U. talent.

TRANS WORLD

Plans 1950 Spots On Radio, TV

By S. J. HENRY Jr.
Advertising Manager, Trans World Airline

ONE of the first airlines to use broadcasting consistently as a part of its advertising program, Trans World Airline plans to continue to utilize spot radio and television in major markets in 1950 for coast-to-coast promotion of its transcontinental and international services.

Spending $250,000 for broadcasting over 30 stations in 17 major markets in 1949, TWA devoted $40,000 of its broadcasting effort to a thorough test of television in the New York area. As a result of this experiment, television advertising in 1950 will be continued in New York and extended to Chicago early in the year, with the possibility of extending television to other cities later.

Mr. Henry

With the inauguration of TWA's transcontinental Skycoach service on Dec. 27, 1949, spot radio is assuming an even more important role in the company's advertising plans.

Approximately the same amount, $250,000, will be earmarked for radio and television in 1950. Spot radio will be used on a more seasonal basis, for more intensive coverage in major revenue-producing cities.

In 1947, TWA pioneered airline use of radio, which was traditionally not an advertising medium for transportation carriers. In mid-1948, TWA switched from jingles to the localized live-announcement copy that it since has been using. Effectiveness of the continuous broadcast advertising has been gauged by the favorable responses from passengers and travel agents.

RWG STRIKE THREAT

Breaks With CBS Hollywood

SIXTY-DAY strike notice has been filed with the National Labor Relations Board by Radio Writers Guild against CBS Hollywood following failure of the union and network to reach agreement on union wage increase demands for ten staff continuity writers.

Negotiations stopped Dec. 23 when the union cancelled its contract which had been extended since its expiration May 1, 1949. Union has been asking for an "amount over $100" for the ten writers who now receive a minimum of $83.50 weekly.

FCC Repairing

MEMBERS of FCC's Law Bureau, headed by General Counsel Benedict P. Cottone, last week were moving back into seventh-floor offices they were forced to vacate after the explosions and fire in the Commission's Washington headquarters Nov. 1 [BROADCASTING, Nov. 7, 1949]. Repair work on the eighth-floor area formerly occupied by the Docket Section is moving ahead, with the Docket Section temporarily located on the sixth floor.

AFTER 17 years on WEEI Boston in Sunday morning slot, *Uncle Elmer's Song Circle* moves to 2:30-3 p.m. Sunday.

IT'S THE BERRIES for these three gentlemen. Gerald Aldridge (l), of Fort Worth, is presented with a TV set by Dave Naugle (center), KFJZ Fort Worth announcer, and Johnny Johnson, of Johnny Johnson Tire Co., that city, for the price of 259 berries and 50c. Ever since Mr. Aldridge heard about a lady paying 400 "potatoes" for a fur coat, he patiently waited for a local announcer to make a similar miscue. It happened on Johnny Johnson Tire Co.'s commercial over KFJZ. Store salesman refused to accept the incredible story and the 259 berries and 50c referred to in the commercial. Station and sponsor huddled and after a two day search located the berry man and paid off.

Admen Puzzled

HUNDREDS of advertising men throughout the country are objects of a novel plan introduced by WGBI Scranton, Pa., as part of the station's preparations for its 25th anniversary celebration this month. Station has sent puzzles to the admen and offers a reward for their solution. The puzzles consist of 16 lettered and encased plastic blocks that must be rearranged to spell out the station's anniversary message. General Manager George D. Coleman says he doesn't expect any of the puzzlers to get stuck and has in readiness gifts for all. WGBI first went on the air Jan. 12, 1925.

KPAB REVOKED

FCC Cites Control Transfer

LICENSE of KPAB Laredo, Tex., was ordered revoked by FCC last week effective midnight Jan. 31 on grounds the station had been transferred without Commission approval. KPAB is assigned 250 w on 1490 kc.

FCC indicated that if hearing is requested by Jan. 25, the revocation would be suspended until the conclusion of the case. The Commission stated that Mark Perkins "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license."

Mr. Perkins, who acquired KPAB in December 1948, told the FCC Nov. 26 that on Oct. 5 he had contracted to sell the station to Mr. Tish with provision the latter was to take over operation immediately, the Commission reported. FCC further explained that Mr. Perkins stated he was no longer in control of KPAB and had been informed if he entered Laredo he would be imprisoned. FCC also said it had learned that Mr. Tish and others were operating the station and soliciting funds for its continuance.

12 Take Menjous' Show

THE Frederic W. Ziv Co. has announced the sale of its *Meet the Menjous* show to 12 additional stations. The informal "Mr. and Mrs." program features Hollywood star Adolph Menjou and his wife, Veree Teasdale. Stations contracting for the show include: Arrowhead Network group—WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn., and WEAU Eau Claire, Wis.; also KDSH Boise, Ida.; KSO Des Moines; KWKC Abilene, Tex.; WCLT Newark, Ohio; WAAB Worcester, Mass.; KROC Rochester, Minn.; WFPG Atlantic City, N. J.; WAFB Baton Rouge, La.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

January 3, 1950

To the PRESS and RADIO:

Subject: RAIL AND HIGHWAY OVERLOADS

It was 120 years ago that a young civil engineer named Horatio Allen drove the first locomotive to run on tracks of a transportation company in the United States. The engine proved too heavy for the light wooden rails, and from that experience, as well as from much experience since, the railroads have learned that they cannot afford to overload their tracks and bridges.

That is why the railroads apply the very best engineering research and skill to determine the loads and the speeds at which they can be carried without damage to tracks or bridges. Once these facts have been determined, the railroads permit no heavier trains and no greater speeds than the roadbed and structures are built to carry. If it becomes necessary to operate heavier cars and locomotives over any stretch of track, then the railroads protect tracks and bridges by issuing, and enforcing, "slow orders."

Highway engineers also have learned the same lesson. They have found that it is important to protect public highways from the effects of excessive loads and excessive speeds. Failure to protect them means damage and in many cases even destruction. And that, in turn, results in added costs.

Any damage to tracks and bridges caused by trains which are too heavy or too fast is paid for by the railroad itself, and properly so. On the other hand, damage done to the public highways by overloaded trucks is almost never paid for by the vehicles that cause the damage. Instead, the cost of this damage is borne by the taxpayers and the motorists.

Besides being built to provide the nation with its essential mass transportation, the railroads were purposely constructed to carry heavy loads -- loads that our public highways never were intended to carry.

Sincerely yours,

William T. Faricy

XUM

BAB's Future?

(Continued from page 11)

of the new committee's membership was the naming of Robert Enoch, District 12 director, as an alternate. He was active in pushing through the BAB project last spring and was chairman of the BAB Policy Committee. Mr. Enoch resigned last week as KTOK Oklahoma City general manager (see story page 12).

Alternate members have been invited to the two-day meeting. All but Mr. Enoch are expected to attend.

Board members on the new Radio Committee are Kenyon Brown, KWFT Wichita Falls, Tex.; William B. Quarton, WMT Cedar Rapids, Iowa; Glenn Shaw, KLX Oakland, Calif. Hugh B. Terry, KLZ Denver, is an alternate.

Serving on the Television Committee with Chairman Thomas is Robert D. Swezey, WDSU-TV New Orleans, also elected to the board in November as a television director.

The three committees will meet with President Miller, Radio Division Director Ralph W. Hardy and Television Division Director G. Emerson Markham, conforming to a board action last November.

From a structural viewpoint, their job of locating BAB in the association's structure looks relatively simple.

Serious Implication

But from the viewpoint of many member stations that look upon BAB as the most potent revenue-producing service in NAB history, the matter has serious implications.

Many station executives fear that BAB will shrivel into an impotent mass of red tape if it takes a structural beating at the hands of the board. At the time of its creation last April, following the hot convention fight, BAB was promised a near-$200,000 budget and a structural post outside the regular NAB operation.

This was based on the theory that a hard-hitting sales operation should be free from normal association pressures and have its own offices. The board policy committee was named to guide BAB.

Last July the board carried out its April promise by giving BAB a structural site directly under the president and entirely outside the new top-level Audio (now Radio) and Video (now Television) Divisions.

That action was warmly received by those who had agitated for BAB at the April convention, especially in view of the fact that BAB was told it was to be separately incorporated at a later date.

But last November the board reversed its July action and relegated BAB to departmental status while according it a pat on the back for a long list of achievements.

The autumn district meetings produced amazing support for BAB, but many of the BAB supporters felt it should remain within NAB itself and have a high degree of autonomy plus at least a $200,000 budget.

FIRST checks are handed to three new members of the National Analysts Inc., who were added to the Philadelphia marketing research firm's executive staff payroll under the company's plan to expand facilities to clients. Paymaster is Arnold J. King (r), managing director. New research executives are (l to r) William H. Scott II, Cyril (Cy) Coggins and Robert L. Taylor.

Many of those who wanted BAB inside NAB objected to the idea of paying two sets of dues. They wanted a package rate. Others pointed out that the anticipated resentment against BAB from those whose toes were stepped on had not materialized. Still others feared that the central NAB organization would become a weak industry weapon as BAB's spectacular services captured the industry's affections.

That series of developments poses the basic problem: Should BAB operate under or outside the new Radio and Television Divisions? In other words: Are the two division heads to operate as vice presidents and supervise BAB?

If BAB is handed an administrative spot under the two division heads, some of its supporters—and these are legion—may be in a mood for action at the convention next April. They offer a number of arguments against what they feel would be the handicaps of bureaucracy and red tape.

Point in Question

First, of course, is the belief that BAB must be free to let the chips fall where they may if it is to fight on equal terms in the growing fierce battle of advertising media. Second point is the example of the Bureau of Advertising, operated separately from the parent American Newspaper Publishers Assn.

Third contention is that BAB's director must be vested with adequate powers to direct effort and money where they will do the most good at the right time, unhampered by organizational handicaps. In support of these claims they point to BAB's current program of sales-getting devices.

Some of BAB's friends argue that the board pulled BAB's teeth last November, putting it right back where it started last spring. Instead of operating as a bureau vested with individuality, it's now just another department, they figure.

What hurts them even more is the fact that the board raised BAB from a $78,000 department to a $178,000 bureau as a result of the April action but then pulled back $50,000 of the extra $100,000 last July at the Portsmouth, N. H., meeting.

A BAB budget of around $200,000 has been discussed by the board's Finance Committee but the larger appropriation would be based on abandonment of the present 12% refund in membership dues or increased dues in some brackets.

Budget Action Set

Budget action is slated at the Arizona board meeting next month with preliminary study slated at the joint finance-structure session Jan. 23-24. A favorable portent is the upgrading of many member stations under the dues schedule because their income is rising.

NAB goes into a new fiscal year setup April 1, shifting from a calendar year. Thus the entire financial program must be drawn up by the board in February. The two convention meetings of the board have been abandoned, partly due to the pressures placed on directors by convention delegates, but talk has been heard of an indoctrination meeting for new members [CLOSED CIRCUIT, Dec. 26, 1949]. Eighteen board posts are to be filled at nominations and elections to be held this month and next.

Should the board vote to place BAB on a department basis, reporting to the Radio and Television Divisions and then to the president, and should it also grant it a limited budget, many BAB protagonists would be ready to kick the traces at Chicago just as they did last spring.

On the other hand, some top-level officers at NAB, along with board members, insist that BAB can serve the membership effectively and efficiently only if it operates as an integral unit in the association's structure. They scoff at the suggestion that BAB's hands would be tied under a departmental status. They insist that the new division structure would aid BAB in serving the diversified needs of aural and video stations.

The suggestion that Broadcast Music Inc. and Broadcast Measurement Bureau could not operate successfully as inherent parts of the NAB structure is met with the argument that BAB is purely one of many technical services within NAB rather than a separate busi-

(Continued on page 26)

NAB COMMITTEES

Membership for 3 Groups Set

MEMBERSHIP of three of the 10 NAB standing committees authorized by the board last November was announced last week by NAB President Justin Miller. The committees—Radio, Television and Broadcast Advertising—will meet jointly today (Monday) for a two-day discussion of the role Broadcast Advertising Bureau is to take in the reorganized NAB (see BAB story page 11).

The Television Committee was named during the November board meeting but not announced until last week. Yet to be announced are seven other committees—Engineering, Nonaffiliated Stations, Assn. of Women Broadcasters, Employe-Employer Relations, FM, Government Relations and Standards & Education.

The new committees will have a total of 58 members, about one-third the membership of the former 19 committees.

Membership of the three committees constituted last week follows:

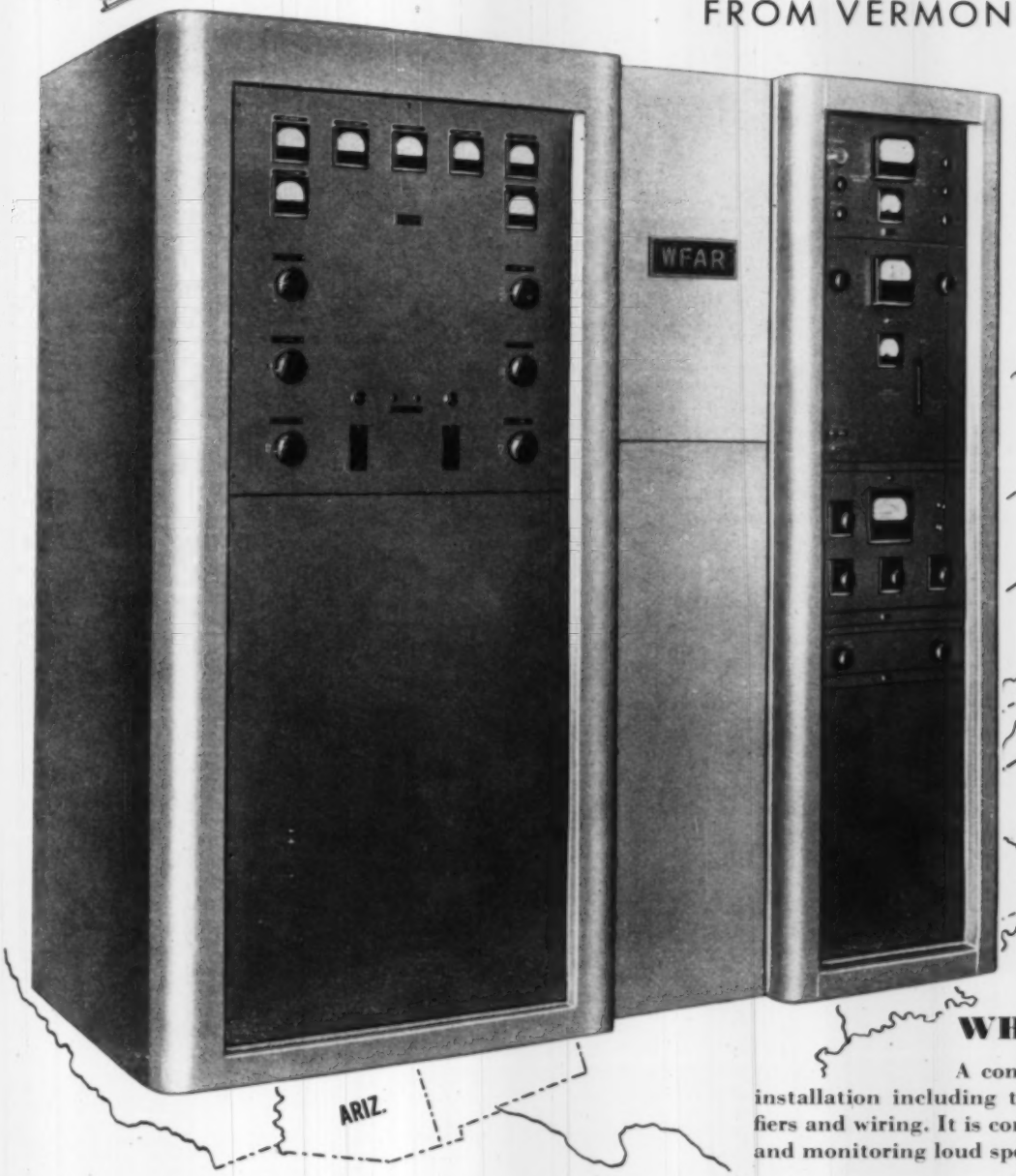
RADIO COMMITTEE—Simon R. Goldman, WJTN Jamestown, N. Y., chairman; Glenn Shaw, KLX Oakland; William B. Quarton, WMT Cedar Rapids, Iowa; Robert T. Mason, WMRN Marion, Ohio; Armand Hunter, WFIL Philadelphia; Lester W. Lindow, WFDF Flint, Mich.; Kenyon Brown, KWFT Wichita Falls, Tex.; Owen F. Uridge, WQAM Miami; Walter W. Wagstaff, KIDO Boise, Idaho. Alternates— Hugh B. Terry, KLZ Denver; Lawrence W. McDowell, KFOX Long Beach, Calif. One more alternate is to be appointed.

TELEVISION COMMITTEE—Eugene S. Thomas, WOIC (TV) Washington, chairman; Robert D. Swezey, WDSU-TV New Orleans; George M. Burbach, KSD-TV St. Louis; John M. Outler Jr., WSB-TV Atlanta; Hugh M. Beville, WNBT (TV) New York; Ewell K. Jett, WMAR-TV Baltimore; Donald Tatum, KTSL (TV) Los Angeles; Dwight Martin, WLWT (TV) Cincinnati. Alternates—Roger W. Clipp, WFIL-TV Philadelphia; B. J. Rowan, WRGB (TV) Schenectady; J. Gorman Walsh, WDEL-TV Wilmington, Del.

BROADCAST ADVERTISING COMMITTEE—William B. Ryan, KFI Los Angeles, chairman; Gordon Gray, WIP Philadelphia; F. C. Sowell, WLAC Nashville; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL Arlington, Va. Alternate—Robert Enoch, KTOK Oklahoma City. One alternate is to be appointed.

King of the Quarter Kilowatters!

FROM VERMONT TO ARIZONA...



Since announcing the Gates GY-48 complete 250 watt transmitting plant a year ago, more broadcasting stations have bought or specified the Gates GY-48 than any other 250 watt broadcasting equipment.

WHAT IS GY-48?

A complete factory tested 250 watt installation including transmitter, monitors, amplifiers and wiring. It is complete even to call letter plate and monitoring loud speaker.

AS ONE BROADCASTER PUT IT.

"We actually could have started broadcasting within 15 minutes after uncrating. Believe me, in these days of expensive installation costs, that counts."

WHY IS GY-48 LESS EXPENSIVE?

Because GY-48 is a planned 250 watt broadcasting plant where each section dovetails together. And, too, Gates manufactures the complete plant — frequency and modulation monitors included.

AND BEST OF ALL—GY-48 is the only completely new equipment of its kind — not a 1945 model.

BRANCH OFFICES

GATES RADIO COMPANY, - - Warner Bldg.
Washington, D. C. Tel. Metropolitan 0522

CANADA-CANADIAN MARCONI COMPANY
Montreal, Que. Tel. Marquette 7081

EXPORT-ROCKE INTERNATIONAL, 13 Ea. 40th St.
New York City Tel. Murray Hill 9-0200

GATES RADIO COMPANY
Quincy, Illinois · · · · · U.S.A.

BAB's Future?

(Continued from page 24)

ness. As a service, it is argued, BAB should have the benefit of the knowledge and services of other departments, all clearing through the Radio and Television Divisions.

These are the problems that face the three committees at their two-day meeting this week. Interwoven in the whole situation are the inevitable personality clashes and protocol problems that mark any change in an organization's functioning.

In its brief career BAB has operated with the same size staff as the predecessor Broadcast Advertising Dept., supplemented by one girl employe. It has moved to New York, heart of the advertising-agency world, with Maurice B. Mitchell in charge. A list of some of its activities includes:

Showing of 425 copies of slide film, "How To Turn People Into Customers," to 100,000 retailers, practically stopping all showings of the competing newspaper film it was designed to answer; direct mail followup campaign, with 450,000 pieces mailed to retailers and profit of $2,500 to BAB; promotional piece for national advertisers showing what stations are doing; distribution of "Pitch," sales promotion service; series of retail information studies covering furniture and jewelry thus far, with laundry, dry cleaning, banks and automotive in preparation; file service listing dealer cooperative campaigns, averaging 10 cards a week; sales kits, with the first on women's programs to be followed soon by others on news, sports and farm programs; new television retail folder on furniture; personal contacts with leading national advertisers such as Sears, J. C. Penney, Woolworth, Grant, Interwoven Hosiery, Sunshine Biscuit and others, with direct benefits accruing to stations; trade paper reprints; survey of what TV stations are doing in the advertising field; bulletins on standard rate cards and standard contracts for television; All-Radio Presentation about complete with distribution to start in a few weeks; second strip film about completed for wholesalers, manufacturers, agents, and others who prepare national advertising; pamphlet in planning stage on organization of the station sales staff, with selling aids at the local level.

ELECTRONIC MEET

Set for Washington May 9-11

CONFERENCE designed to improve the quality of electronic components will be held in Washington May 9-11 by the Institute of Radio Engineers, American Institute of Electrical Engineers and Radio Mfrs. Assn. Military and government officials will participate.

"The symposium will pose the problem of achieving the same high degree of dependability and service life in electronic equipment as is now possible in electrical equipment of other types," said J. G. Reid Jr. of the Bureau of Standards, chairman of the conference program committee.

TOP officials of Liberty Broadcasting System (l to r) B. R. McLendon, chairman of the board of LBS and its flagship station, KLIF Dallas; son, Gordon McLendon, president, and James H. Foster, manager, inspect site of new 10-story McLendon Bldg. Construction of the building in downtown Dallas to house KLIF studios and national offices of the network is scheduled for this spring. Architect's concept of structure appears on sign.

LICENSE FEES

Proposed for Government By Kennedy

CHARGING of government fees for "some of the many important and special functions Uncle Sam now renders free"—including the issuance of FCC licenses—was proposed last week by John A. Kennedy, part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network.

Writing in the Jan. 7 issue of the *San Diego* (Calif.) *Journal*, of which he is editor and publisher, Mr. Kennedy asked:

"Is there any reason why the FCC should not charge for the valuable franchises it dispenses in the form of licenses every three years to the more than 2,000 broadcasting stations on the air? These broadcasters are in business not only as a 'public service' but obviously because radio appeals to them as a pleasant way of earning their bread and butter."

Mr. Kennedy suggested the application of Commentators Drew Pearson, Robert Allen and a Baltimore group for the WBAL Baltimore frequency has cost the government over $50,000 and added they "probably would be glad to pay their way."

"I am also in the radio and television business," he continued. "Why shouldn't I pay the government for servicing my various requests which have helped to make my radio business profitable." He proposed the telephone company pay hearing costs when it asks for a rate increase or other facility. Some 80,000 "hams" and 60,000 commercial radio operators get free licenses, he reminded, and could pay $2 to $5 to cover paper work.

He wanted to know why the government should not charge for "the valuable export licenses the Dept. of Commerce issues to businessmen"; for certificates, charters and inspection services given to interstate motor and freight carriers, and for countless other services "worth hard cash to groups and individuals now receiving them gratuitously."

Mr. Kennedy maintained that his plan for "cafeteria-style" government service is "in the best tradition of American business" and "might help to take some of the red out of our national bookkeeping."

FCBA DINNER

Invite McGrath, Matthews

ATTORNEY GENERAL J. Howard McGrath and Navy Secretary Francis P. Matthews are among the dignitaries who have accepted invitations to attend the annual dinner of the Federal Communications Bar Assn., to be held Thursday night (Jan. 12) at the Mayflower Hotel, Washington. Mr. Matthews, part owner of WOW Omaha, is a member of FCBA.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, will be the principal speaker. New officers, to be elected Thursday afternoon, also will be inducted at the dinner. Guests will include FCC Commissioners, key staff members, hearing examiners, and communications experts of Capitol Hill and the State Dept. Guilford Jameson is FCBA's current president, with Neville Miller as first vice president.

Baseball Rates

(Continued from page 13)

revision on grounds of discrimination.

In support of her conclusion, Examiner Smith stated, in part:

Nothing but a difference in the service rendered or in the facilities furnished can justify a difference in the charges exacted from similarly situated customers by a common carrier subject to the provisions of the Communications Act . . . which expressly forbid unjust or unreasonable discrimination in charges, classifications, regulations, facilities, or services for or in connection with like communication service, directly or indirectly, by any means or device.

Here a particular group of users (newspapers and press associations) is receiving a service at preferential rates, by contrast to the rates charged radio station members of a network for the identical service. This preferential rate cannot be justified on the grounds urged by Western Union.

The greater or less inducement to seek such service is not the service. Such consideration is extraneous to the transmission of the news reports. Equally so is the other ground advanced by Western Union, that is, the fact that such sports reports may have a greater value to certain users, even though such alleged increased value is dependent upon their use beyond the point of delivery by Western Union and over facilities other than those of the common carrier. These practices and charges not only affect broadcast stations and networks but may result in detriment to the public interested in baseball broadcasts.

RELIGIOUS RADIO

Workshop Studies Techniques

TECHNIQUES for use in religious broadcasting and telecasting will be studied this week by ministers and religious educators responsible for such activity in 42 cities of 12 eastern states, in a workshop which got under way yesterday.

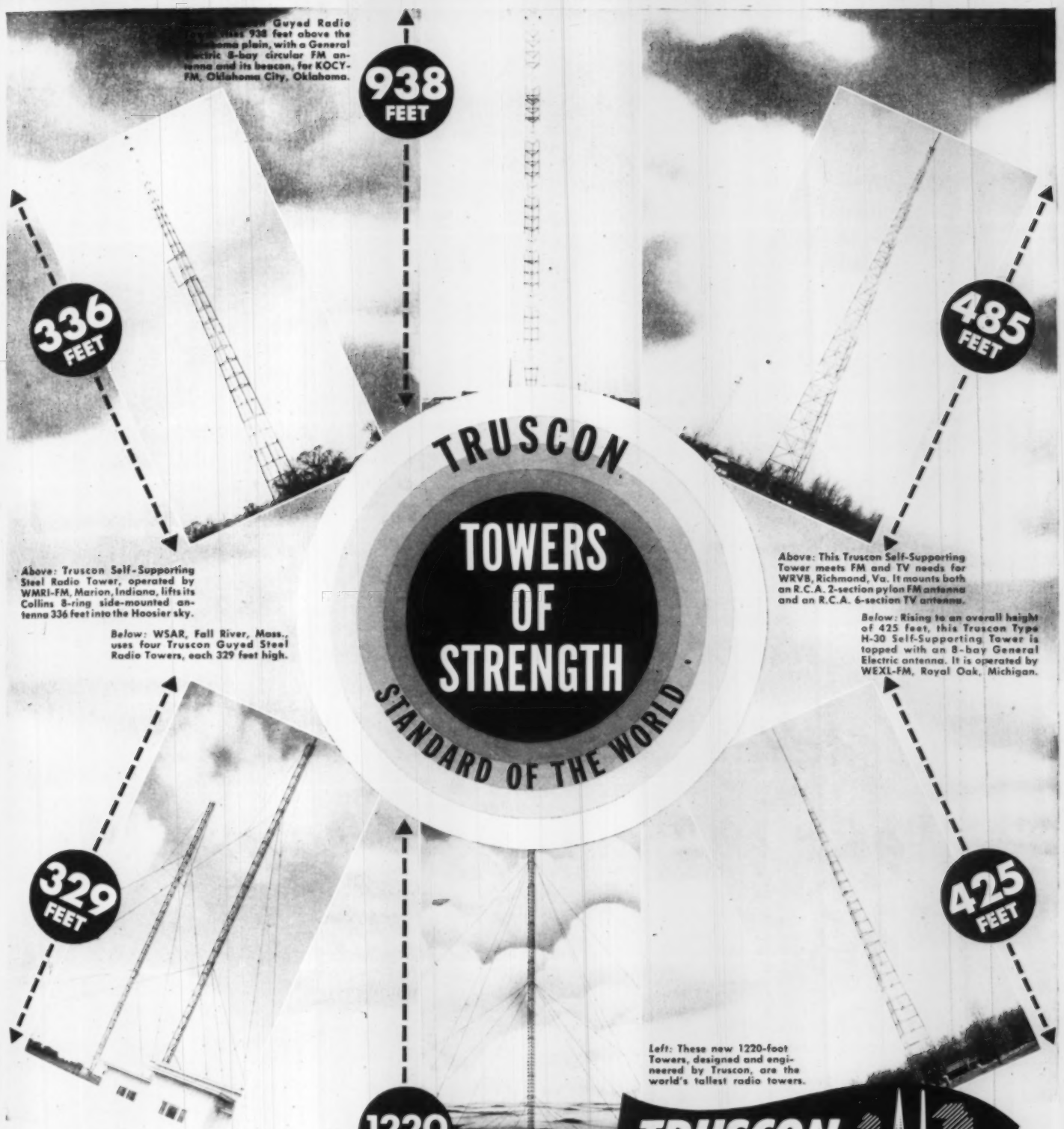
The sixth annual Eastern Regional Religious Radio Workshop will convene all week at New York's Biblical Seminary and at network studios. Program will include development of major policies for religious broadcasting, broadening of schedules to include many types of programs, and planning for television.

Robert Saudek, ABC vice president in charge of public affairs, will be the principal speaker at a dinner tonight at Beekman Tower. Rev. Charles V. Rodrigues will act as workshop chairman.

The teaching staff includes:

Rev. Everett C. Parker, director, Protestant Radio Commission; Erik Barnouw, Columbia U. head of radio courses; Rudolf Bretz, television consultant; Doris Corwith, NBC director of talks and religous broadcasts; Albert Crews, director of production, Protestant Radio Commission; George Crothers, CBS director of religious broadcasts; Dorothy Kemble, MBS director of religious and educational programs, and Frank Papp, NBC producer-director.

CKCW Moncton, N. B., made honorary member of Moncton Kiwanis Club in recognition of work done by station on behalf of club.



...Guyed Radio ...rises 938 feet above the ...homa plain, with a General ...ectric 8-bay circular FM antenna and its beacon, for KOCY-FM, Oklahoma City, Oklahoma.

Above: Truscon Self-Supporting Steel Radio Tower, operated by WMRI-FM, Marion, Indiana, lifts its Collins 8-ring side-mounted antenna 336 feet into the Hoosier sky.

Below: WSAR, Fall River, Mass., uses four Truscon Guyed Steel Radio Towers, each 329 feet high.

Above: This Truscon Self-Supporting Tower meets FM and TV needs for WRVB, Richmond, Va. It mounts both an R.C.A. 2-section pylon FM antenna and an R.C.A. 6-section TV antenna.

Below: Rising to an overall height of 425 feet, this Truscon Type H-30 Self-Supporting Tower is topped with an 8-bay General Electric antenna. It is operated by WEXL-FM, Royal Oak, Michigan.

Left: These new 1220-foot Towers, designed and engineered by Truscon, are the world's tallest radio towers.

Up they go . . . more and more Truscon Radio Towers . . . strong, sturdy steel fingers setting new high standards of antenna performance . . . reaching far out to serve audio and video broadcasters and their audiences everywhere. The six new towers shown here vary from 329 feet to a lofty 1220 feet, yet all have one characteristic in common—*each is designed to meet exactly the particular operating and geographical needs of its specific location.* Truscon draws upon a background of world-wide experience to engineer and erect exactly the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

COPPER GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

More than 2/3 of all U. S. radio homes are in counties reached by these leading stations*. Does this give you any big ideas, Mr. Spot Advertiser?

*BMB Counties, 10% or more

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

XUM

Editorial

Awarditis

RADIO AWARDS have been flung around in such abundance that most of them have diminished to the value of prizes in crackerjack boxes. It is indeed reassuring to note that a major network president has at last been quoted publicly as doubting the quality or usefulness of such questionable encomiums.

Frank Stanton's letter to the sponsors of the newest set of prizes [BROADCASTING, Jan. 2] places the CBS president on record as inclined to "resist the whole concept of awards in the creative field." There is room on this record for others, and BROADCASTING respectfully requests Dr. Stanton to move over to let this journal stand at his side.

To date no practical method has been evolved to evaluate all the programs on radio and television. To confine awards—no matter how impartially intended—to network programs is to ignore the fact that many a local program is of high artistic merit. Yet to try to examine local programs on the some 3,000 stations in this country is obviously impossible.

The DuPont and Peabody awards, through analyses of entries backed up by reports of geographically selected judges or through regional listening posts, have approached the solution, but their efforts can be considered no more than that. A truly comprehensive survey of local programming could be made only by a committee of unmanageable size.

We submit that the unquestioned acceptance by the public of radio and television programming is award enough for the two broadcasting arts. Until a way is found to establish awards on a basis that commands the respect of both the artist and the statistician, BROADCASTING sticks with Dr. Stanton's skepticism.

The Old Army Game

ONE OF the many things that did not change when the old year passed was that old Army game of trying to get it for free from radio while buying it from the printed media.

Col. George E. Butler at the Pentagon, has circularized stations seeking to have *Salute to Reservists* carried "free of charge if you agree to schedule it regularly for all or a portion of the 39-week period."

The letter hit the desk of Charles F. Mallory, vice president and general manager of KSJO San Jose, Calif., who had served four years and three months in the Air Force. His rejoinder might well serve as a model. Mr. Mallory pointed out that the Army had paid the transcriber to produce the shows, and that the talent probably also had been paid. He said he could not understand why the military or any other Government agency should continually spend millions for newspaper and magazine advertising and then expect radio stations to carry programs on a free basis.

"Have you ever stopped to realize," he admonished, "that although we are licensed by the government, it is we, and not the government, who pay the salaries of our employes, paying union wages to our engineers and also paying considerable in the way of high-priced attorneys' fees in Washington, just to main-main liaison with the FCC so that we can continue to give free time to those government agencies which pay our competitors for what they expect us to give for nothing?"

We applaud Mr. Mallory's approach. And we commend to the military that it project its unification to include the advertising media without discrimination, let or hindrance.

What ForMula?

IF FCC NEEDS further proof of the folly of its proposal to increase FM's minimum operating hours [BROADCASTING, Nov. 21, 1949], let it take another look at its own files—and the pages of the Dec. 26, Jan. 2, and almost any other issue of BROADCASTING.

Even on its current minimum schedule of six hours a day, FM is running at a terrific loss. Though it doesn't come as startling information to FM operators, this fact was pointed up in round, bleak figures two weeks ago when FCC released its own report on radio's 1948 finances.

The report showed 77 AM-FM broadcasters spent $2,153,659 operating FM and took in $621,469, for an average loss of almost $20,000 a year. Among FM-only stations, 89 reported $1,126,208 in revenues and $4,182,558 in expenses, for an average loss just short of $35,000.

Admittedly these figures are a year old. But there is no indication that the 1949 picture—or 1950's—will not again be etched in red ink. Of the FM station managers reporting in BROADCASTING's year-end survey, 42% look for an increase in FM business this year, but a greater number—49%—expect no change and 9% anticipate a decline.

In the face of such uninspiring signs, FCC proposes to promote FM by requiring stations to reach 12 hours a day after two years on the air. Those with AM affiliates would have to match the AM schedule immediately.

We contend FCC is thus likely to "promote" FM out of existence. Some 80 or more FM broadcasters have taken the same general stand, as a matter of FCC record, compared to about a dozen who think FCC's plan would be helpful.

It would be ironic, as well as tragic, if some man-made disaster overtook FM now, when there are encouraging signs that the medium is beginning to achieve coverage and acceptance.

Most encouraging sign, perhaps, is an NAB survey released 10 days ago indicating an FM listening potential of 13.2% of the homes in the metropolitan Washington area with actual listening by 102,200 persons (7.3% of the population) for an average of 106 minutes a day.

Another welcome sign is that WMCA-FM New York which was scheduled to cease operations Dec. 30 in an economy move, is still on the air pending a possible sale.

More and more, FM is building a name and an audience for itself, with prospects brightest perhaps as a strictly "local" medium. Superior though it is in some respects, however, it must be allowed to grow naturally. Right now it has financial troubles enough, without the extra costs of doubled or tripled hours.

If FCC needs further proof, we recommend another section of these pages, wherein are reported each week the station authorizations which have been deleted. In FM, the number surpassed 200 in 1949—and the minimum schedule then was still six hours a day.

THE BATTLE of the network titans broadens. NBC some months ago took the high road to unintegrated operation by separating completely its radio and TV functions—except for top policy guidance. CBS now has taken the low road toward full integration, i.e., fusion of its radio and TV operations all down the line. It's our guess that both will work. Good broadcasters make good telecasters. The techniques may differ but it's all still radio by the American Plan of free competitive enterprise.

Our Respects To —

RALPH NAHM WEIL

EARLY last fall in an impressive ceremony at the Italian consulate in New York, the Consul General of the Republic of Italy bestowed the Stella Della Solidarieta, highest Italian honor which can be won by a civilian, on Ralph Nahm Weil, president of WOV New York.

In making this presentation, the Italian Government was adding its official appreciation for Mr. Weil's and his station's many activities on behalf of Italy's postwar reconstruction to the individual thanks of thousands of Americans of Italian descent living in the New York metropolitan area. WOV, a bilingual station—ten of whose hours daily are devoted to programming in Italian—has, under Mr. Weil's guidance, devoted much time and effort to improving American-Italian relations.

Typical of WOV's service-across-the-sea is the "Boys' Town of Italy" project established near Rome by Mons. John Patrick Carroll-Abbing. The station's efforts to aid this Italian version of the late Father Flanagan's famed Nebraska community produced thousands of dollars in contributions in the earliest stages of the project and actually launched the radio campaign for it in the USA.

A more recent venture of a somewhat different character reached its climax Christmas Eve, when members of a WOV-sponsored "Pilgrimage to Rome" gathered in St. Peter's Cathedral to witness the ceremonies inaugurating the 1950 Holy Year. Diana Baldi, WOV women's commentator, led the group of pilgrims and they were accompanied by a noted New York cleric.

The philosophy underlying such activities was well described by Mr. Weil when he accepted the Star of Italian Solidarity. He said, in part: "We at WOV have always believed that the bonds of friendship which united our two republics are so natural and so deeply rooted that in devoting the better part of our broadcasting to programs in the Italian language we are simultaneously performing a service to our own country. . . .

"We firmly believe that it is our duty to render an ever improving radio service to the hundreds of thousands of Americans of Italian descent who can hear us," he continued, "and we are ready to go to Italy itself in our search for better programs in the immortal idiom of Dante. It is for this reason that WOV established its own studios in the heart of the Eternal City itself."

From its Rome studios, an American radio first, WOV receives a variety of program material—special events, documentaries, vari-

(Continued on page 32)

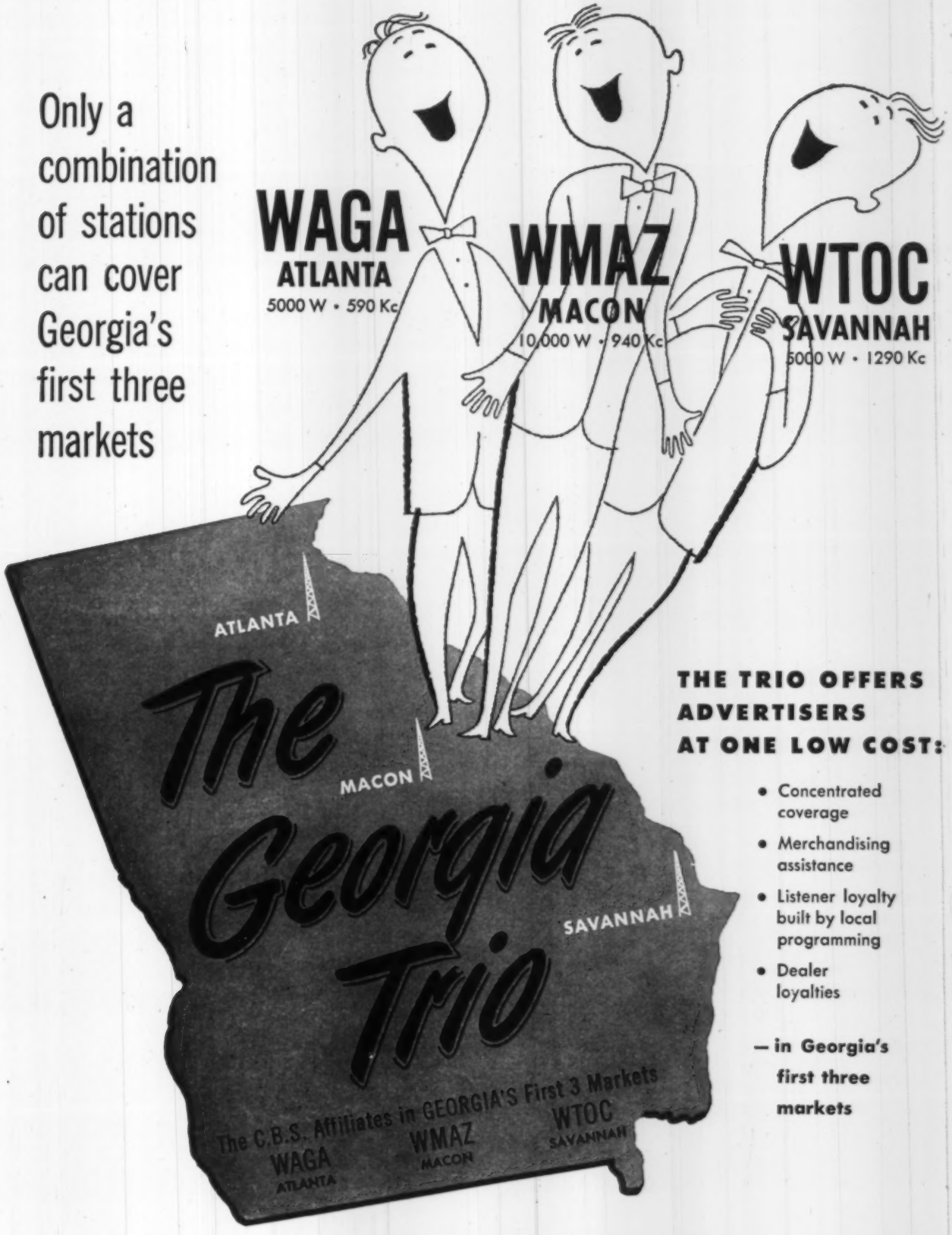
XUM

Only a combination of stations can cover Georgia's first three markets

WAGA
ATLANTA
5000 W • 590 Kc

WMAZ
MACON
10,000 W • 940 Kc

WTOC
SAVANNAH
5000 W • 1290 Kc



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC.
New York • Chicago • San Francisco • Dallas
Atlanta • Detroit • Kansas City • Los Angeles

Management

J. DRAYTON HASTIE, director and commercial manager of WUSN Charleston, S. C., named general manager of station, replacing **B. M. (Bevo) MIDDLETON**, who has resigned to form B. M. Middleton & Assoc. with offices in Charleston and Asheville. Firm will specialize as station consultant with primary emphasis on broadcast advertising. Mr. Middleton founded WUSN after being vice president and radio director of French & Preston, New York. Before that he was assistant to president of Wilder radio stations and former sales manager of WCBS New York. He retains his position as vice president and principal stockholder of WUSN.

Mr. Hastie

Mr. Middleton

JAMES H. McKNIGHT resigns as manager of WNAW North Adams, Mass., effective Jan. 15. He has been manager of WNAW since its inauguration Aug. 16, 1949. Previously he was commercial manager of WMAW Milwaukee, and WPOR Portland, Me. He also worked as salesman for WIBC Indianapolis, Ind., and WTAG Worcester, Mass. His future plans have not been announced.

COURTNEY, KRIEGER & JORGENSEN, radio law firm, Washington, dissolved effective Dec. 31. **SEYMOUR KRIEGER** and **NORMAN E. JORGENSEN** are continuing under new firm name of **Krieger & Jorgensen**, specializing in broadcast and communications matters. **JEREMIAH COURTNEY** also remains in general practice but is specializing in non-broadcast radio work. Office address remains 1707 H St., N.W.

BOB IRWIN, manager of KCOG Centerville, Iowa, resigns. His future plans have not been announced.

W. WRIGHT ESCH, owner of WMFJ Daytona Beach, Fla., appointed member of executive committee of Governor's Safety Council.

Respects

(Continued from page 30)

ety programs and even daily dramatic serials, recorded on tape for shipment to WOV. The service also works the other way, with WOV producing programs in Italian about American events which are then flown to the Italian radio headquarters in Rome.

"Our Italian programming pattern is about the same as that of most English language stations," Mr. Weil explains. "We have news, commentary, music, drama, comedy and all the usual radio fare. Aside from their preference for the Italian language, Italian speaking New Yorkers enjoy about the same types of programs as the rest of the city's inhabitants."

Businesswise, in the seven years of Mr. Weil's management WOV has increased its billings by more than 400% and is now practically sold out within the limits of good operation. Mr. Weil attributes this steady year-by-year increase primarily to two factors: (1) the station's constant endeavor to win and hold the confidence of its listeners and (2) its intensive market research which enables it to keep advertisers fully informed of the living, buying and listening habits of New York's Italian-Americans.

How did Ralph Weil, whose family tree, so far as he can discover, is barren of even a single Italian twig, find himself at the helm of one of radio's most successful Italian-language projects? The answer is the typically American situation of one job leading to another.

Born in Milwaukee on June 17, 1906, Ralph Weil attended that city's grammar and high schools, then traveled east to the Wharton School of Finance & Commerce at the U. of Pennsylvania, which awarded him a B.S. degree in 1926. After an 18-month hitch as a flyer in the Navy ("My roommate talked me into it," he says now, "and I still don't understand exactly why I gave in to him"), Mr. Weil returned to Milwaukee and entered the business world as a space salesman for the *Wisconsin News*.

Not long thereafter he was transferred to the local time sales staff of WISN Milwaukee, the *News*' station. That was in 1930 and radio was definitely his dish. Soon his beat had expanded to include national as well as local accounts and in 1934 he was made sales manager of the station, which had itself grown from a 250 w part-time operation to fulltime with first 1 kw and then 5 kw.

In 1936 Ralph Weil was again advanced, this time to co-manager of WISN, in charge of all the station's activities except programming and engineering. After two years in that position, he was appointed manager of the Chicago office of Hearst Radio Inc., sales representative for all Hearst stations of which WISN was one.

To New York in 1942

For four years Mr. Weil worked happily and successfully in Chicago. Then, in August 1942, he was approached by the Bulova interests, owner of WNEW and WOV New York, who wanted a manager for the latter station. The offer was attractive and Mr. Weil made his second change of scene, moving to New York on what has turned out to be a permanent basis.

After nearly seven years as station manager, last June Ralph Weil, Richard E. O'Dea, a pioneer broadcaster and part owner of WOV, and Arnold B. Hartley, an active radio man for 20 years, through Victory Broadcasting Co., purchased WOV from Arde Bulova, who was required to sell one of his New York stations under the FCC duoply rule. Mr. Weil is President of Victory Broadcasting Co. and also continues as operating head of WOV.

In addition to his duties at WOV, Mr. Weil has been active in foreign language broadcasting matters on a national scale. During the war years he served on a committee which worked closely with the Office of Censorship in connection with broadcasts in languages other than English. He is presently temporary chairman of the Foreign Language Quality Network which is being organized as a national sales representative of these stations, and is a director of the All-Radio Presentation Committee.

Ralph Weil resides in the Riverdale section of New York with his wife, the former Georgia Lewis, and their son Spencer. He belongs to the Advertising Club of New York and to the Radio Executives Club. His favorite hobby, he says, is taking West Indies cruises and he's looking forward to the time when he can resume his prewar custom of making them annual events.

MILES PROMOTED

Is NBC AM Sales Service Mgr.

SACKETT MILES, senior statistician at NBC, has been appointed manager of sales service for sound broadcasting, replacing Melville Greene, to whom he has been assistant, and who resigned on Dec. 30.

Mr. Miles joined NBC in 1942.

Commercial

JAMES CRAWFORD appointed sales manager of WPEN Philadelphia.

J. VINCENT O'HARA, station relations director for WTVJ (TV) Miami, Fla., named account executive.

ROBERT L. LEE, chief account executive of CKEY Toronto, appointed associate commercial manager of the station. He has been with CKEY for three years, and previously was with CKWS Kingston.

HAROLD J. PARKER, formerly with Bioscope Mfg. Co. sales department, joins sales staff of KOTV (TV) Tulsa, Okla.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative of KSTL St. Louis.

LYNN MORROW, formerly advertising and sales promotion manager for WBZ-AM-TV Boston, and in radio for past 15 years, joins WTVJ (TV) Miami, Fla., as administrative assistant to **H. W. BATCHELDER**, station's sales manager.

JAMES E. GLICK Jr., formerly salesman for KXLW Clayton, Mo., joins sales department of KSTL St. Louis.

Make that Programming Job Easier For Yourself and Your Staff

Take advantage of the BMI Program Directors' and Librarians' Clinic—especially conducted for all station personnel concerned with programs and the proper use of music.

BMI ELEVENTH MUSIC CLINIC

Enroll now for the sessions to be held on

MONDAY, JAN. 23 and TUESDAY, JAN. 24

There is no charge for the course

In order to give individual guidance the Clinics are limited in attendance, so please register early. Write or wire ROY HARLOW, Director of Station Relations.

BROADCAST MUSIC, INC.

580 Fifth Avenue ☆ **New York 19, N. Y.**

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy

INSURANCE

For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg., Kansas City, Missouri

LIQUOR ADS *Rankin Presents New Measure; Langer Hearings This Week*

ANOTHER PROPOSAL which would prohibit alcoholic beverage advertising on radio, television and in other media was urged by Rep. John Rankin (D-Miss.) last week as the nation's "dry" forces turned their attention to forthcoming hearings on the Langer liquor bill starting this Thursday.

Rep. Rankin's measure (HR 6604) differs little from legislation he previously introduced in both the 79th and 80th Congress, and is substantially similar to other bills now pending on Capitol Hill.

A measure (S 1847) by Sen. William Langer (R-N. D.) is the subject of this week's hearings by the Senate Interstate & Foreign Commerce Committee. Both would outlaw advertising in all media engaged in interstate commerce, though not explicitly singling out television in broadcasting provisions.

Hearings before the committee will be held all day Thursday, Friday and Saturday, if necessary, spokesmen said last week. Successive sessions will be devoted to advocates and opponents of the proposed legislation.

Expected Testimony

Officials of the Treasury Dept.'s Internal Revenue Bureau—probably from its Alcohol Tax Unit—will testify in the opening session. Other government agencies or departments are not expected to appear, authorities indicated, inasmuch as they are not directly concerned and the committee already has elicited their comments [BROADCASTING, Jan. 2].

Meanwhile, the Seattle Advertising and Sales Club last Tuesday adopted a resolution "unalterably" opposing the Langer bill as a "serious threat to freedom of the press" and an "unjustified restriction" on radio broadcasts, newspapers and magazines.

Such legislation would prove a dangerous precedent for other commodities, represent unfair discrimination between advertising media and would establish a "ridiculous principle in holding that an article of commerce which legitimately may be sold may not be advertised for sale," the Seattle group said.

Some legislators, notably Sen. Homer Capehart (R-Ind), also feel that no legislation can be enacted to prohibit liquor advertising through radio or other media as long as the product is legal and conforms to fair trade regulations [BROADCASTING, Aug. 29, 1949].

Numerous petitions have been received by the Senate group and also by the House Interstate & Foreign Commerce Committee, which is studying a similar measure (HR 2428), proposed by Rep. Joseph Bryson (D-S. C.) last session. Many of the petitions urge a ban on radio liquor advertising in particular.

Also before the House committee is a proposal (HR 6111), introduced by Rep. Fred Crawford (R-Mich.), which singles out television as well as radio. Congressman Crawford's bill puts the burden on advertisers, however, by rendering them liable (and not broadcasters) under the Federal Alcohol Administration Act [BROADCASTING, Aug. 29, 1949].

SELL OPTIMISM
Tenn. Group Sets Campaign

AIMED at "keeping business booming in Tennessee," a "Let's Sell Optimism" campaign has been launched by the Tennessee Assn. of Broadcasters.

Several times a day, the 37 stations affiliated with the association broadcast business announcements of facts and figures supplied to the organization by the Tennessee State Planning Commission, the U. S. Chamber of Commerce and the National Assn. of Manufacturers.

The announcements are in three categories—national copy, State of Tennessee copy and retail selling copy. The "Let's Sell Optimism" campaign is sponsored by the following stations:

WLAR Athens; WAGC, WAPO, WDEF, WDOD, WDXB Chattanooga; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WDXI, WTJS Jackson; WETB, WJHL Johnson City; WBIR, WIBK Knoxville; WJJM Lewisburg; WDIA, WHBQ, WHHM, WMC, WMPS, WREC Memphis; WKDA, WLAC, WMAK, WSIX, WSM Nashville; WATO Oak Ridge; WPTR Paris; WKSR Pulaski; WHAL Shelbyville; WENK Union City; WCDT Winchester.

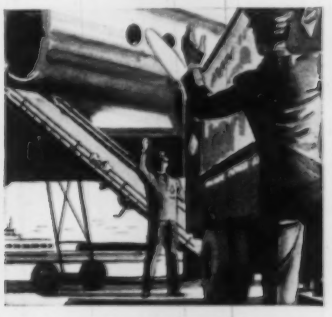
WHOM New York, in cooperation with National Safety Council, has begun preparation of series of transcriptions in Italian, Polish and Spanish stressing home and highway safety. Transcriptions are free of charge and will be distributed by council to all stations broadcasting in above languages.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Press breaks down — but $2.88 keeps editions rolling

Press broke down at 5 P.M., at end of evening edition's run. But publisher got replacement parts in a hurry just as he gets electros, mats, news photos —by Air Express. 18-lb. carton traveled 500 miles; delivered by 11 P.M. Shipping charge $2.88. Morning edition published as usual.

Air Express is the best air shipping buy to keep any business rolling, since low rates always include door-to-door delivery service. Air Express answers your problems because it's *fastest* and *most convenient*.



All Scheduled Airline flights carry Air Express. So shipments *keep moving*. Every business can profit from regular use of Air Express. Improves customer service; manpower or equipment never stands idle.

Only Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

AIR EXPRESS
GETS THERE FIRST
Rates include pick-up and delivery door to door in all principal towns and cities
A service of Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

WMT holds the fort in Garrison (IOWA)

. . . with exclusive CBS programming in Eastern Iowa . . . with extra ammunition in the form of complete news coverage via AP, UP, INS, and local correspondents throughout the state . . . with long range signal strength on Iowa's best frequency, 600 kc.

There are no tremendous cities in WMT-land—just hundreds of small ones like Garrison with a combined population (within our 2.5 mv line) greater than any other station's in Iowa. It's an audience worth laying siege to. Ask the Katz man to shoot over the details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

NOW IN OUR 27TH YEAR!

Agencies

FRANCIS J. WOODS, executive vice president of Burnet-Kuhn Advertising Co., Chicago, for past 10 years, elected president of the agency succeeding PAUL R. KUHN who becomes chairman of the board.

MYRON A. MAHLER, copy director for Emil Mogul Co., New York, appointed vice president in charge of creative departments for agency. SETH D. TOBIAS named vice president and chairman of plans board, and RINO C. NEGRI appointed vice president heading agency's foreign language division.

JOHN JAMESON, former vice president in charge of copy for McCann-Erickson, Chicago, joins Tatham-Laird, same city, as copy chief after retiring from advertising two years ago. He was also chairman of McCann-Erickson's planning committee.

DICK LONG, former assistant advertising manager and copy chief at J. L. Hudson Co., joins Zimmer-Keller Inc., Detroit, as assistant account executive.

KENNETH B. ARRINGTON, formerly marketing director of The Caples Co., New York, appointed vice president in charge of new Foods Div. of agency. He will headquarter in Omaha office.

CURTIS BERRIEN, formerly with Tatham-Laird Inc., Chicago, joins copy department of Kenyon & Eckhardt, New York, as a copy supervisor. He was previously with copy department of BBDO, New York, Lennen & Mitchell and McCann-Erickson.

JACK BUKER, account executive with Long Adv. Service office in San Jose, transferred to agency's San Francisco office. EVERETT DOTEN, formerly with Gardner Adv., Washington, replaces Mr. Buker in San Jose office.

K. R. WILLERT named service manager at M. Glen Miller Adv., Chicago.

THURSTON McGUFFICK, formerly in media department of Weiner Adv., San Francisco, joins Keith Babcock Adv., same city.

ROSS ROY Inc., Detroit, merges with C. C. Fogarty Co., Chicago, forming Ross Roy-Fogarty Inc. Offices will continue in Bell Bldg., 307 N. Michigan Ave. ROSS ROY is president of new agency and JACK FOGARTY is vice president in charge of Chicago operations.

HAROLD KEMP transferred from New York office of William Esty Co. to Hollywood as agency contact and West Coast television director, with assignment on *Ed Wynn Show* sponsored by Camel Cigarettes on CBS-TV.

GEORGE SANDLER joins Robert Kahn & Assoc., Chicago, as account executive. He has been with financial and real estate firms.

TREVOR EVANS, radio-television director of Pacific National Adv., Seattle, and PETER LYMAN, of Frederick E. Baker & Assoc., same city, named co-chairmen of Advertising Recognition Week (Jan. 8-14) Committee of Seattle Advertising and Sales Club.

MAXON INC. on Jan. 3 moved its New York offices to its own building, 12 East 53 St. Building is still in the process of renovations. Agency was located for many years at 570 Lexington Ave.

HELEN L. ENNIS of Biow Co., San Francisco, named chairman of Advertising Agency Committee for 1950 March of Dimes in Northern California.

HENRI, HURST & McDONALD, Chicago, has postponed its move to new office in La Salle-Wacker Bldg. [BROADCASTING, Dec. 12] until Jan. 14.

FRED FADELL

New Ad Firm Names Staff

A STAFF of 10 men and women has been appointed to the newly organized advertising and public relations firm of Fred Fadell & Assoc. Inc., Minneapolis, according to an announcement by Fred Fadell, president. The firm has engaged in the public relations business for the past four months and entered advertising as of Jan. 1. Offices are located at 615 Minnesota Federal Bldg.

The staff includes the following:

John Pikala, formerly with BBDO and WOR New York and operator of his own agency, named head of the radio and TV department; Eben M. Grundy, formerly with McCann-Erickson and Knox-Reeves, appointed account executive; George F. Lalla, during recent months engaged as a freelance artist and previously with Griggs, Cooper & Co., head of the art and promotion department; Rolf K. Mills, formerly associated with Minneapolis newspapers, director of the public relations division; Norman J. Harris, lately with Johnny Pikala Advertising, named account executive.

Also, William S. Wheeler, formerly with Johnny Pikala Advertising, named account executive; Alyce Bahneman, Lorraine Friedl, Betty Pearson and Mrs. Helen Schuh, office personnel.

SOURCE OF FM TROUBLES

Five 'Conspirators' Are Cited by Bivins

By JOHN F. BIVINS
Bivins & Caldwell
Manufacturers Representative
High Point, N. C.

YOUR editorial in the Dec. 19 issue of BROADCASTING, entitled "FM's Love Life," is justified in many respects, but your continued reference to FM's unprofitable state is beginning to become a little irksome.

[EDITOR'S NOTE: We would like to report that FM is making money, but our function, as we see it, is to chronicle the facts and not indulge in wishful fancies.]

Basically, with many AM-FM stations, the reason for the assertion that the FM operation is unprofitable, is the fact that broadcasters are unwilling to assign the proper amount of credit to their FM coverage and FM listening audience. . . .

In many a locality, FM is carrying the coverage load of the AM stations whose nighttime directional pattern, foreign interference, static, and what not, precludes holding a decent percentage of the available listening audience. It is easy, for competitive reasons and tax purposes, to deny the fact that FM is anything but a total loss. . . .

Certainly, some FM installations are losing money; so are some AM installations. In many cases, poor thought was given to the erection of FM facilities and the initial cost was too high. . . .

Just why has FM reached its present state? The answers are generally known, but here are five of the conspirators who have given it a kick, at one time or another:

1. The networks, who have millions invested in AM facilities, TV research and patents, have not been able to see further than the outskirts of the metropolitan areas, as far as broadcasting is concerned. . . .

2. Advertising agencies, being technically uninformed, or wilfully blind, are still prone to accept coverage claims of networks and individual stations on AM, even though those claims are at best highly misleading and at worst highly fraudulent. Again more complications in bookkeeping. TV is around the corner—why worry about FM?

3. Broadcasters themselves who have installed FM and have never done anything about educating its listening audience to FM's advantages. Many . . . installed FM strictly as "insurance."

4. Set makers, who were looking for a quick killing after the war and, therefore, ignored FM as long as possible, or if they did include an FM band on their receivers, the FM portion was so poor technically, that it discouraged purchasers from trying to listen on that band.

5. Old man economics. There just aren't enough advertising dollars to support 750 FM and 1,500 AM stations. FM was new and had to take the rap for stations, either AM or FM or both, who probably should never have gone into business in the first place. . . .

If . . . FM is to be relegated to the junk pile for whatever cause, the radio manufacturing and broadcasting industries will be responsible for a great crime perpetrated against the American listening public. . . .

All together now—"The public be damned! Let's go to Florida for a little fishing!"

KATZ calendar of expiration dates issued for seventh consecutive year by Katz Agency Inc., New York, station representative. Calendar shows at a glance expiration dates for broadcast schedules of 13, 26, 39 and 52 weeks.

STAFF DUTIES

NABUG Probes L. A. Stations

FOLLOWING hints of practice by networks and stations in Los Angeles in assigning more duties to staff members than their salaries pay for, Radio Writers Guild, Radio & Television Directors Guild and American Federation of Radio Artists are currently conducting an investigation in that city through the National Assn. of Broadcast Unions and Guilds.

It is suspected, for instance, that announcers are used as actors while receiving remuneration only for announcing chores. If such practices should be found, according to Claud McCue, executive secretary of AFRA and president of the Hollywood Council of NABUG, one of whose main functions is exchange of information, the group will attempt to correct the situation jointly.

Rival to Rival

A GOOD promotion stunt that backfired has been getting attention in radio circles in the nation's capital. In accordance with custom, the Washington Advertising Club included at its "Flowing Bowl" shindig a grand drawing for 139 door prizes. One of the prizes donated by WTOP General Manager John S. Hayes, was a free spot announcement to be broadcast during WTOP's Class A time. The winner? Norman Reed, program director of WWDC. Mr. Reed immediately announced to the 329 admen present that WWDC would ask for time at 7:30 p.m. Sunday.

This clothing and a number of unsolicited checks were contributed by Tulsans during a 3 day KTUL drive to aid University of Oklahoma students who lost their belongings in the recent dormitory fire. RESULTS? These same generous Tulsans also BUY! They respond equally to our sales messages. See an Avery-Knodel man...and get RESULTS over KTUL, Tulsa, Oklahoma.

"VIC" DIEHM says:

IT TAKES ALL KINDS of HEADS to keep the Sponsor Happy at WAZL

BLONDES

'KITTY' 'SHIRLEY'

BRUNETTES

'EVE' 'JEAN'

REDHEADS

'MARIE' 'STASIA'

and NUDES!

for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON' PENNA.

REPRESENTATIVES:
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

Feature of the Week

IN Grand Junction, Col., the name Howell is synonymous with KFXJ. It got that way because, paraphrasing the Caesars, all Howells lead to radio.

This month marks the 20th anniversary of the station's operation in the Colorado city. And KFXJ also is celebrating a unique distinction of being a three generation, family affair.

Charles Howell

Ruth Howell

Rex Howell

Most recent Howell to join the ownership tangle at KFXJ is 20-year-old Ruth Howell, daughter of Rex Howell, who started the station in Denver in 1926. The Denver U. junior, who naturally is majoring in radio and television, was made a minority stockholder in a change from partnership to corporation.

Her grandfather, Charles Howell, entered the business in 1930 when the station was moved from Denver to Grand Junction on Colorado's western slope. KFXJ then was operated as a partnership of Rex Howell and his father doing business as the Western Slope Broadcasting Co.

On All Accounts

CLAIMANT to the title "youngest station manager in the country," 22-year-old Generoso (Gene) Pope Jr., executive vice president and general manager of WHOM New York, is recognized as an authority on the foreign language broadcasting field.

Figuratively groomed in the cradle for his present post, young Pope asserted active interest in his future audience while still a student at M. I. T. There he spent his summers and his off-hours learning the needs and interests of the Italian speaking population in New York by working on *Il Progresso*, the family newspaper. At 21 he was named vice president and editor of the publication.

GENE

Since taking over at WHOM, Mr. Pope has widened his knowledge to include a comprehension of all foreign language groups, meanwhile raising his station to the status of one of the most successful multilingual outlets in the country.

Mr. Pope, who still maintains an association with *Il Progresso*, succeeded to his present job last September when his brother, Fortune Pope, left to take over an executive position with the Colonial Sand & Stone Co.

Among the innovations effected by Gene Pope at WHOM are a citizenship class conducted at the station in cooperation with the New York City Board of Education, and a signally successful safety series. He currently is processing a foreign language amateur hour.

In addition to his duties at the station and the newspaper, Mr. Pope still has found time to attend New York Law School where he is taking courses preparatory to a possible political career.

He is a member of the New York City Mayor's Committee on Unity, the Columbus Day Citizen Committee and co-chairman of the special groups Committee of the March of Dimes. In addition he belongs to the New York Athletic Club, Westchester Country Club and the Grand Street Boys Assn.

Mr. Pope is unmarried and makes his home with his parents in Manhattan. The family has acquired WINS New York, subject to FCC approval, in which case Mr. Pope would relinquish the WHOM managership for that of WINS. But his knowledge of foreign-language broadcasting would not be wasted, for the family proposes to make WINS a foreign-language outlet under their ownership.

RMA Sales

SALES of radio transmitting apparatus, radar and other communications equipment to the government totaled $35,489,327 in the third quarter of 1949, according to Radio Mfrs. Assn. Of this total $23,914,281 consisted of radar equipment. The total third-quarter sales compared to $40,140,586 in the second quarter of 1949, according to RMA.

Lose $60,000,000?

Maybe you did if you overlooked WHTN and WHTN-FM in the Huntington Market... for WHTN delivers more than one-fifth of this $300,000,000 market (no station has as much as two-fifths)...and at a lower cost - for - coverage, too. Add to this an FM bonus on WHTN-FM, the most powerful FM station in the Central Ohio Valley, and you've got a low-cost, high power medium for tapping the gold in these hills. Take a look at the Huntington Market...then make up your mind to get your share by using WHTN and WHTN-FM.

THE POPULAR STATION

AM WHTN FM

800 KC 1,000 WATTS 100.5 MC 53,000 WATTS

HUNTINGTON, W. VA.

Huntington's only clear channel AM station

For availabilities, rates and other information, wire, write or phone

PACE-WILES, INC., ADVERTISING
Huntington, West Virginia

New Business

SOCIETY OF MOTOR MFRS. & TRADERS, Great Britain, appoints Grant Adv., New York, as its agency in United States. Campaign of advertising, promotion and publicity for the account will be placed for British Automobile Exhibition at Grand Central Palace, in New York on April 15-23.

KEVO PRODUCTS Co., Azusa, Calif. (Kevo, Kevetts, Why—food supplements), appoints Liddiard Adv., Glendale, Calif., to handle advertising. National spot radio will be used.

FILENE'S, Boston (department store), radio and television advertiser, appoints Dorland Inc., New York, to handle its advertising.

CHEVROLET DEALERS of New York, starting with preliminary bouts on Jan. 11, will sponsor series of 13 telecasts of the annual Golden Gloves Boxing Tournament on WPIX (TV) New York. Campbell-Ewald Co., New York, is agency.

LIQUID GLAZE Inc., Lansing, Mich. (Liquid Glaze protective coating for automobiles), names George N. Kahn Co. to handle its advertising. Television will be used.

PLYMOUTH TEXTILES, New York (cotton textiles), appoints New York office of Wilson, Haight & Welch Inc., as its advertising counsel.

Network Accounts • • •

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., through Wm. Esty Co., New York, renews its contract with Alaska Broadcasting Co. for spot announcements on KINY Juneau, KTKN Ketchikan, KFQD Anchorage and KIFW Sitka. Contract calls for five one-minute spots weekly for Camel cigarettes, instead of three as formerly used. Prince Albert smoking tobacco will use one spot weekly.

NORWICH PHARMACAL Co., through Benton & Bowles, New York, renews for 52 weeks ABC broadcasts of *The Fat Man*. Firm has sponsored show since Feb. 14, 1947, and programs are aired Friday, 8-8:30 p.m.

KNOMARK MFG. Co., Brooklyn (Esquire shoe polish), starting March 16, will sponsor 25-station ABC-TV telecasts of *Blind Date*, featuring Arlene Francis as mistress of ceremonies. Program, to be aired Thursday, 9-9:30 p.m., was purchased through Emil Mogul Co., New York.

CARTER'S PRODUCTS Inc., for Carter's Little Liver Pills, renews its spot contract for all seven Alaska Broadcasting System stations through Ted Bates & Co. At the same time, Ted Bates Agency renews contract for **Kool Cigarettes** announcements on KFQD Anchorage and KFRB Fairbanks. All contracts are for 1950.

Adpeople • • •

WALTER N. HILLER Jr. placed in charge of radio for Toni Co., Chicago, in new administrative setup in firm's advertising department. Production department is being expanded under direction of ELDRED G. LUSTMAN. FRED KLEIN will continue to head creme shampoo, creme rinse, and new product advertising division.

FREDERICK W. LUTTMANN, premium promotion manager, Post Cereals Division of General Foods Corp., New York, appointed product merchandising manager for Grape-Nuts, Grape-Nuts Flakes and Wheat Meal. He will be succeeded in his former post by WILLIAM P. DUNHAM, previously assistant.

CLYDE E. RAPP appointed advertising director of Theo. Hamm Brewing Co., St. Paul, Minn. He was formerly with J. Walter Thompson Co., New York.

HY FREEDMAN, for three years on general sales staff, named assistant merchandising manager and publicity director of Hunt Foods Inc., Los Angeles.

The MONROE Doctrine

KNOE

Tops IN POWER

5000 WATTS DAY & NIGHT

BLANKETING N. E. LOUISIANA - BORDER AREAS ARKANSAS AND MISSISSIPPI

KNOE

Tops IN HOOPER

STATION AUDIENCE INDEX
FALL 1949*

	8 AM-12 N	12 N-6 PM	6-10 PM
KNOE	47.6	43.9	42.9
Station A (Monroe)	41.5	40.2	41.3
Station B (Shreveport)	6.6	3.3	6.8
Station C	2.1	8.9	—
Others	2.2	3.7	9.0

* November

ROBERT W. DUMM, Gen. Mgr.

KNOE

THE JAMES A. NOE STATION
MONROE, LOUISIANA

Represented by
RA-TEL Representatives
NBC Affiliate

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Graham Cracker

EDITOR, BROADCASTING:

My clients, Messrs. Stuart Peabody and Fairfax M. Cone, are responsible for my writing this letter. Their cause of action is apparent at a glance at page 24 of your Jan. 2 issue. They have retained me because I am a member of the Florida Bar, and we expect all negotiations pertaining to our suit to be conducted in that state, with expenses pre-paid by BROADCASTING. When my clients have found the date for negotiations that mutually suits their calendars, I shall inform you of our transportation and hotel accommodations.

Philip L. Graham
Publisher
The Washington Post

[EDITOR'S NOTE: Our Picture Editor, who apparently was engaged in pre-New Year's revelry, now is eating starling. That page 24 lineup of officers of Commerce Secretary Sawyer's Advertising Advisory Committee should have read (l to r):

Mr. Peabody

Mr. Cone

Mr. Graham

EDITOR'S P.S.: On advice of counsel, we take recourse to that Chinese proverb about one picture being worth a thousand words. So, by mathematical projection, the equation is the equivalent of 3,000 words versus a mere three names, correctly spelled but slightly misplaced.]

Post-lude

Mr. Philip L. Graham
The Washington Post

Dear Phil:

I thought I saw a familiar face on page 24 of the current issue of BROADCASTING magazine, but the caption under the picture read "Mr. Peabody." Have you got a double or could it be that my good friend, Sol Taishoff, made such a glaring error.

* * *

Note to Editor, BROADCASTING: I hope you don't mind the rib, Sol. I got quite a kick out of it, and at least it shows I read your magazine.

Incidentally, I wish you would have your mailing list changed to show my correct home address which is:

South Finley Ave.
Basking Ridge, N. J.

R. C. Robertson
Director of Media
Colgate-Palmolive-Peet Co.
Jersey City, N. J.

[EDITOR'S NOTE: Don't mind the rib at all, as aforesaid. Home address changed. Thanks.]

* * *

Production

EDITOR, BROADCASTING:

Three hours ago the doctor informed my wife that on or about Jan. 30 she will give birth to not one, but *two* children. Twins.

As anyone can see from our ads in BROADCASTING, WTOP's campaign this year is built around the fact that "Business Is Always Better In Washington." This is now doubly proven.

Cody Pfaustiehl
Dir., Promotion and Press Information
WTOP Washington
. . . and production

[EDITOR'S NOTE: Whew! And congratulations on practicing what you preach.]

* * *

Managers' Textbook

EDITOR, BROADCASTING:

"Talk, think and act like radiomen!" That's what we've been telling students for four years.

And to accomplish this purpose we not only use BROADCASTING-TELECASTING as required reading, we give tests covering pertinent material in each issue.

Does it pay off? Well, after four years' operation we've placed 450 graduates in radio-TV, or allied jobs. Eleven students who cut their electronic teeth on BROADCASTING are now managing stations!

Elbert (Bert) Haling
Institute of Radio Broadcasting
Dallas

[EDITOR'S NOTE: Delighted to learn embryo managers as well as active managers find BROADCASTING helpful.]

* * *

Frowns at Smile

EDITOR, BROADCASTING:

I do not understand your editorial entitled "Smile When You *Say* That!" Judge Conger's ruling in the Bentley case does not "broaden the body of law which has placed the sound broadcaster in what was once described the 'dilemma of self-destruction.'" It was favorable to broadcasters because it held defamation by television to be slander and not libel. Slander is actionable only if "special damages" are shown; this showing is not necessary in libel.

(Continued on page 46)

FACTS ABOUT BEER

Ale Tasting, a Vanishing Profession

• One of England's old and envied professions —that of official ale-conner (taster) has virtually disappeared from the scene, a victim of the march of science and mechanization.

Great Britain's ale and beer tasters date their calling from William the Conqueror, who created the office as a means of controlling the quality of the nation's favorite beverage. Tasters were invested with authority to set prices based on their palate's judgment and even to exact penalties if the beverage fell below the minimum standard.

In recent years, however, the profession was reduced to being an honorary one, bound up chiefly with ceremonial occasions.

The ancient profession has about disappeared because there no longer is any need for it, as one of the few surviving ale-conners recently explained. Today all beer is good beer.

Brewing is subject to laboratory control from the time the malt is ground until the finished product is packaged in keg, bottle or can. Nothing is left to chance. Temperatures for boiling or chilling are kept under perfect control. Air is sterilized in the fermenting cellar. Yeast kept in pure culture apparatus supplies the fermenting agent. And the entire process is under the watchful eyes of master brewers schooled in all sciences relating to brewing. They are the official tasters of today, insuring the uniform quality of America's beverage of moderation.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.

NLRB ORDERS

WTAO, WXHR(FM) Election

BROADCAST technicians and engineers at WTAO and WXHR (FM) Cambridge, Mass., licensed to Middlesex Broadcasting Corp., were directed last Wednesday by the National Labor Relations Board to hold an election. The board found that they constitute a unit sufficient for collective bargaining sought by IBEW (AFL) Local 1228.

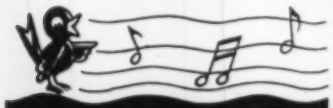
The order includes the assistant chief engineer but excludes announcers, chief engineer, and clerical, maintenance and administrative employes. NLRB ruled that "minor technical duties" performed by five announcers are "incidental" and should be excluded from the unit, contrary to request of Middlesex Broadcasting Corp. NLRB also ruled out inclusion of an assistant chief engineer as supervisor, contending he has no such supervisory authority.

GIFFORD RETIRES

Was AT&T Board Chairman

WALTER S. GIFFORD, for the past two years AT&T board chairman, retired from that office at year's end. Mr. Gifford, who will be the company's compulsory retirement age of 65 on Jan. 10, was elevated to board chairmanship after 25 years as president. Leroy A. Wilson, who succeeded him in the latter post, is expected to preside as president hereafter at board meetings.

Mr. Gifford, simultaneous with his resignation from the chairmanship, also resigned his membership of the board. He will continue, however, as honorary chairman and will be available for consultation, the company said. He has taken a New York office not far from his old headquarters, "just to have a place to receive my mail and my friends," he said.

SPOT announcements by movie personalities on 54-second commercial transcriptions over local stations will be used by RCA Victor this month promoting *Screen Directors' Playhouse* on NBC.

WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

Allied Arts

JOHN BAKER of WLS Chicago, named chief of Production & Marketing Assn. Chicago information office. He previously was assistant director of information for radio with U. S. Department of Agriculture, and extension radio specialist.

NORMAN J. SITZENSTATTER, newcomer to broadcasting industry, joins Basch Radio & Television Productions, New York, as account executive. He was previously with New York financial firms in advertising and underwriting capacities.

KING-TV Seattle and **KFMB-TV San Diego** added to list of **Telenews-INS** daily newsreel clients.

G. T. LaBONNE Jr., formerly supervisor of Storecast Corp. of America, merchandising activities in Southern New England, promoted to Southern New England Division manager of Storecast system.

ROGER BROWN Inc., New York, formed as industrial public relations firm to succeed Earl Ferris Co. Mr. Brown, former president of Ferris Co., becomes president of new firm, and **EARL FERRIS**, former owner, becomes chairman of the board.

Equipment

DAVID DAVIS, formerly corporate radio and television manager for R. H. Macy stores, appointed merchandising coordinator for radio and television receivers in General Electric Co.'s Electronics Dept., Syracuse, N. Y.

GRAYBAR ELECTRIC Co., New York, splits its Southwestern District into two separate units with old offices in Dallas and office of new unit, Gulf Coast District, in Houston. Both will continue to operate under supervision of **G. T. MARCHMONT. J. E. FONTAINE**, present Houston manager, named assistant district manager in charge of new district.

SAMUEL OLCAHK, commercial service manager of Air King Products Co., Brooklyn, manufacturer of radios, wire recorders and TV sets, named advertising and sales promotion manager for company.

MELVIN B. SCHWARTZ, formerly with Benwood Linze Co., division of Sperry Corp., and Federal Telephone and Radio Corp., appointed sales manager of Television Equipment Corp., New York.

ALFRED S. BACKUS, plant superintendent of Mycalex Corp. of America, appointed plant manager with full responsibility for all plant operations.

GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., announces development of new viscous-damping principle utilized in its Gray transcription arm. New arm virtually eliminates tone arm resonances, is automatically adjustable to different speed records and will play even badly warped discs, firm claims.

JOHN WILEY & Sons Inc., New York publisher, announces new second edition of *Technique of Radio Design*, by E. E. Zepler.

RCA TUBES ...
the standard of comparison
RADIOTRON
ELECTRON TUBE
RCA
833-A
RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Production

JACK DOUGLAS joins WCSI (FM) Columbus, Ind., as staff announcer, replacing **BOB WESTERMEIER**, WSCI chief announcer, who joins sports department of station handling color work. **MIKE MAY**, staff announcer, appointed chief announcer.

JAN TYROLER joins staff of WAVE-AM-TV Louisville.

PHIL RUSKIN promoted from crew to assistant director at WBKB (TV) Chicago.

CHARLES BROADHURST, formerly with KRON-FM San Francisco, joins announcing staff of KFRE Fresno.

LABE MELL, film director at WTVJ (TV) Miami, Fla., named assistant producer for station. **JAMES LOOMIS**, former cameraman for station, rejoins WTVJ as cameraman and assistant producer.

MRS. STEPHENS McIVER, who was *Nancy Grey* on WTMJ Milwaukee for 18 years, joins WMAW Milwaukee. WTMJ's *What's New?*, on which Mrs. McIver appeared, will star **Mrs. ESTHER M. HOTTEN**, former women's director of WQQW Washington.

DEL COURTNEY, former band leader currently engaged in television and electrical appliances business in Oakland, starts *Del Courtney Show* on KPIX (TV) San Francisco.

BOB WATSON, disc jockey at WSB Atlanta, Ga., has graduated from Emory U. with AB in journalism.

AL ROGERS, folk singer on WAVE-AM-TV Louisville, Ky., signs recording contract with MGM.

WILLIAM SHEEHAN, announcer for WDRC Hartford, Conn., is the father of a girl, Joanne.

JAN CURETON, formerly with NBC San Francisco in sound effects department, joins continuity staff of WIS Columbia, S. C.

BRUCE BUCHANAN, program director of WMFD Wilmington, N. C., is the father of a girl, Nancy Lee, born Dec. 27.

BERT BUZZINI, announcer and farm editor of KCBS San Francisco, is the father of a girl.

ESTHER ROJEWSKI, camera operator at WBKB (TV) Chicago for seven years, and **TOM MOORE** of station's transmitting department, have announced their marriage.

PAUL ANDERSON, former announcer for WMBH Joplin, Mo., and WEW St. Louis, joins announcing staff of KXOK St. Louis.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYR ACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

GRAND CENTRAL

Ceases Terminal Programs

PUBLIC ADDRESS system broadcasts in Grand Central Terminal, New York, were discontinued by the terminal management Jan. 2 after New York's Public Service Commission had heard protests that the system violated citizens' rights.

In an announcement of the discontinuance, E. B. Moorhouse, terminal manager for the New York Central and New Haven railroads, joint users of the terminal, said that although a "substantial majority of our passengers favored the programs, there were enough who sincerely opposed them that we have decided to discontinue the experiment."

A spokesman for Terminal Broadcasting Co., which operated the system of broadcasts—music, brief news summaries, weather reports and commercial announcements—pointed out that the broadcasts had been stopped despite the fact that "no verdict had been reached by the Public Service Commission."

CIVIL DEFENSE

C. of C. Preparing Booklet

SPECIFIC recommendations on civil defense planning will be offered in a forthcoming booklet being compiled by the U. S. Chamber of Commerce. Pamphlets will follow up two others issued last year—"Where We Stand on National Defense" and "A Blueprint for Industrial Preparedness."

The chamber had urged that the executive and legislative branches review the program continuously and take necessary steps to provide for minimum stockpile requirements including electronics and communications equipment under functions of the Munitions Board. Only 40% of minimum needs had been met as of June 1949, the chamber noted, adding the program would require seven or more years to complete if the rate were not accelerated. It also expressed concern over failure to provide adequate funds for stocks of essential materials.

WYVE Wins Award

WYVE Wytheville, Va., has been awarded first prize in the National Research Bureau Inc.'s sixth bimonthly Radio Ideas Contest. Idea that copped the $50 award for WYVE was *Your Radio Tourist Guide* program which is directed to tourist trade. The Bureau said the program "was judged best because of its approach to a universal radio problem and the successful solution you have found for that problem." Story of WYVE's program, sponsored by the Wayne County Chamber of Commerce, was in the Nov. 28, 1949 BROADCASTING.

In Cold Alaska

THAT radio can sell cold tablets successfully in cold Alaska has been proved by KFQD Anchorage. The station aired two spot announcements on Anahist antihistamine pills for the local Rexall drug store, resulting in sales of 48 dozen packages within two hours after broadcast time. William Abel, store's general manager, advised the station that he "was mighty pleased" with such fast results.

WMCA BUSINESS

$100,000 Signed for 1950

NEW contracts and renewals for 1950 amounting to more than $100,000 have been signed by WMCA New York, Norman Boggs, general manager, has announced.

Liebmann Breweries Inc. (Rheingold Beer), through Foote, Cone & Belding, launched a 52-week spot campaign of 40 announcements weekly beginning Dec. 24. A 13-week contract with New York's Savoy Ballroom through W. B. Graham & Assoc. Inc., for participation in the *Ralph Cooper Show* started Dec. 13. Effective Jan. 9 The Bank for Savings in The City of New York through William Irving Hamilton Inc. sponsors 15 minutes of *Top Tune Time* five times weekly.

K. Arakelian Inc. (Mission Bell Wine), through Young & Rubicam, has renewed its 52-week spot announcement campaign for the sixth consecutive year on WMCA starting last Monday.

Other WMCA renewals effective Jan. 2 include American Home Products (G. Washington Coffee) through Ted Bates Inc. with a 26-week spot schedule; Fairmont Foods through Doyle, Dane, Berbach Inc. with a 13-week spot program; Chase National Bank through Albert Frank-Guenther Law Inc. for announcements; Piel's Beer through William Esty & Co. Inc. for 52-weeks of spots; two contracts with R. J. Reynolds Tobacco Co. for Camel cigarettes and Cavalier cigarettes for full-year spot campaigns through William Esty & Co.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL

'SILVER DOLLAR MAN'

Bottlers Give Away But Make More Dollars

A SHOW which heats up like a whistling tea kettle with the appropriate letting-off-steam is claimed down Georgia way. A copyrighted giveaway, *The Silver Dollar Man Program*, welds interview, phone-a-number format into a compact selling feature, according to the handling agency, Snowden & Steward Inc., Atlanta.

Program's start came as a tryout of R. A. (Bob) Perrott's (manager, Dr. Pepper Bottling Co. of Brunswick, Ga.), brainchild based on 18 years of experience in beverage merchandising. Test city was Brunswick where the program was placed on WGIG over a period of eight months, six days per week. Result was overwhelming success, with Dr. Pepper realizing a 357% increase in sales the first two weeks and a 300% average increase over the entire period.

No Direct Commercials

The style of the program and its unique full 15 minutes of continuous commercial script, which clinks without any interruption for a direct commercial announcement, are highpoints underlined by W. E. Snowden Jr., of Snowden & Steward.

Program series are preceded by heavy spot promotion over radio, and in newspapers, coupled with bottling company and retail display. Program itself gets off to a fast start and is carried along on its own momentum.

Against a background of sound effects including sirens, "calling all cars" relay, the staccato delivery of a sports announcer is used in the program. A number of "patrol cars" with auto radios tuned to the station are contacted over the air by the announcer, who at the same time places a telephone call. He tells the person called that the dollar man is on the way to shell out with the dollars. When the dollar man arrives, he counts the number of Dr. Peppers in the refrigerator and duplicates the number in silver dollars.

Following the initial Brunswick campaign, Mr. Perrott discontinued the program for 60 days and now is returning to the air on the basis of three nights per week, average three calls a night, with the cost, according to Mr. Snowden, showing a probable return of three to four times.

In Savannah, where the program was placed for the Dr. Pepper bottler in that city, the plant had been operating at a loss. At the end of the first week, a profit of $100 was shown, by the second week it had increased to $900 and the third week turned up over $1,800. There, the show was on three nights a week with an average of one to two giveaways per night. Similar success has been met in Harrisburg and Reading, Pa.

Allen Burke, WGIG manager, found the program "one of the most astounding and forceful programs" in the history of the station, according to the agency. Requests of bottlers deluged Mr. Perrott, who packaged the program and copyrighted it to insure the investment of bottlers who tie in on the merchandising plan.

ADMIRAL CORP.

Buys General Mills Plant

ADMIRAL Corp., radio, television and appliance manufacturer, has purchased the 64,000-square-foot General Mills plant in Bloomington, Ill., according to an announcement by John B. Huarisa, executive vice president of Admiral.

Of brick construction and situated on an 11-acre plot, the factory originally was the property of Colonial Radio Corp. and was taken over by General Mills in January 1948. Admiral plans call for eventual employment of 1,200 people in the plant, Mr. Huarisa said, to be used first in the manufacture of radios and later television receivers. From an original capital of $3,400 in 1934, Admiral's gross sales volume has grown to $110 million in 1949, Mr. Huarisa stated.

WIBG-FM TESTS

Muzak by FM Cited Success

USE of FM radio as a substitute for leased telephone wires in the distribution of music programs has been found satisfactory after exhaustive tests of several months conducted over facilities of WIBG-FM Philadelphia.

John B. Kelly Sr., chairman of the board of WIBG-FM and president of Muse Art Corp., licensed distributor in Philadelphia for Muzak wired music service, said his engineers believe FM, with certain important modifications, is able to replace the wired music firm's leased lines. No final decision will be made until tests and adjustments have been completed. Mr. Kelly said that FM radio waves would be given additional tests to prove that FM broadcasts could provide satisfactory service.

Technical

GORDON W. OLIVE, formerly chief engineer of Canadian Broadcasting Corp., with headquarters at Montreal, named director-general of engineering services. **ALPHONSE OUIMET** has been named chief engineer of CBC. Mr. Olive has been with CBC and its predecessor since 1933, starting in radio in 1912 as amateur. Mr. Ouimet has been with CBC since 1934, and has in past few years been specializing in television development prior to CBC setting up its first stations.

WILLIAM SLOAT, assistant chief engineer at WPIX (TV) New York, resigns to become chief engineer of KEYL (TV) San Antonio. He joined WPIX in February 1948, moving from WEW-AM-FM St. Louis. Previously he was with CBS-TV in New York for five years.

TED C. KENNEY, chief engineer of KDKA Pittsburgh, honored by Duquesne U., that city, for his contribution to university's new station, WDUQ (FM).

JOSEPH KLINE, technician at WTVJ (TV) Miami, Fla., named supervisor of technical operations for station under supervision of **JACK SHAY**, WTVJ's technical director.

RCA Victor, Camden, N. J., announces production of new lightweight boom stand for proper microphone positioning in broadcast and television studios. Stand, Type KS-3B, is designed particularly for programs where best microphone placement cannot be achieved with conventional floor stand and where larger boom is impractical. Stand is collapsible.

PEERLESS ELECTRICAL PRODUCTS Div. of Altec Lansing Corp., Hollywood, distributing new transformer catalogue containing new models and complete line of transformers for broadcasting.

RCA Engineering Products Dept., Camden, N. J., announces battery container and cover for portable RCA Type BN-2A remote amplifier which carries standard "A" and "B" batteries in one case and serves as conversion kit to facilitate switching from a-c to battery operation.

ARE YOUR SALES TOTTERING IN LIMP (Ky.)?

If your sales picture is shaky in Limp (Ky.), don't expect WAVE to limber things up for you, there! We don't stretch that far!

Instead, WAVE concentrates 100% on the staggeringly prosperous Louisville Retail Trading Zone. This one great market has 216,560 radio families, with an Average Effective Buying Income of $4004 per family. This is 40% higher than the average for the rest of the State — where WAVE isn't heard!

Better hop on WAVE's bandwagon, Gents, and watch your sales jump (not Limp!) *in leaps and bounds!*

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

Mr. Thomas Chantron
Hall Brothers, Inc.
Kansas City, Mo.

Dear Tommy:

You fellers what sells Christmas cards orta be proud o' what th' hometown o' WCHS done during th' recent Yooltide. They wuz more cards an' thin's mailed in Charleston, West Virginny this year than anybody ever dreamed uv. Th' big day wuz December 19 when th' local postmaster sed more'n 706 thousand pieces o' first class mail wuz handled. Thet wuz 20 percent more'n th' big day last year. Now, Tommy fer a town uv 'bout 70 thousand folks, thet's durned good, an' hit shows thet these folks down here makes a good market. Hit also shows th' value of advertisin' on WCHS fer fellers like you, 'cause when peepul here thinks o' radio, they jest naturally thinks o' WCHS! And I betcha a whole heck uv a lot o' them 706 thousand pieces wuz Hallmark Cards, 'cause folks here likes th' Hallmark Playhouse!

Yes,
Algy

WCHS
Charleston, W. Va.

All Radio Film

(Continued from page 11)

sidering a request that NAB lend it the services of C. E. Arney Jr., NAB executive secretary, for a month to assist in the organization of the big premiere.

Tentative plans for the first showing are on a grand scale. It is proposed that it be held in the Waldorf-Astoria's Grand Ballroom. The showing will be preceded by a cocktail party, a lavish dinner, and entertainment by top network stars. A thousand guests—top advertisers and agency men predominating—will be invited.

As preparations were proceeding for the New York premiere, the All-Radio Presentation Committee reported that 545 subscriptions to the promotion project had been received.

Three of the subscribers are ABC, CBS and NBC which have contributed a total of $50,000, five are national station representatives — Avery-Knodel, The Katz Agency, Edward Petry & Co. Inc., Weed & Co. and The Branham Co. —and the rest are individual stations. Total subscriptions to date amount to $135,000, Mr. Mitchell said Thursday.

Subscription fees are based on station income and range from $25 to $1,000.

The final cost of the promotion film, made by the Independent Motion Picture Producers Society, cannot be exactly calculated. The contract price for the finished picture with one 35mm print is $85,000, but additional 35mm and 16mm prints will cost extra.

Subscribers may obtain the film in either 35mm or 16mm size.

The film when finally edited is expected to run 45 minutes showing time. Shorter versions will also be made for special local purposes.

Mr. Mitchell pointed out that the All-Radio committee will make arrangements for the projection of the picture at subscribers' requests.

Two Firms Retained

Two film companies, The Jam Handy Co. and Modern Talking Pictures Inc., have been retained. They will provide projection equipment and operators anywhere the pictures are shown, Mr. Mitchell said. No subscriber needs projection equipment of his own to display the film.

The 45-minute film is described as a documentary, with all members of the cast acting themselves, except for a professional actor who appears in one sequence.

Four radio sales successes are the backbone of the film, it was said. They pertain to local radio campaigns of a department store in Columbus, Ga., a chain of super markets in Cedar Rapids, Iowa, a dairy in San Jose, Calif., and a network show.

No call letters are used in the film, it was reported. The advertisers involved, however, are identified.

GETTING the bird is Mrs. C. L. Thomas, wife of Chet Thomas, general manager of KXOK St. Louis. The traditional Christmas goose, awarded by Ed Hunsinger of the St. Louis Advertising Club, was one of more than $8,000 in gifts presented to members and guests during the organization's 47th annual Christmas party held in the Jefferson Hotel. More than 1,000 persons attended.

The Columbus case was a campaign on a local station by a jewelry concession in the Davidson's Department Store. After a history of unsuccessful advertising in newspapers, the jeweler turned to radio with such prodigious success that the entire store undertook a campaign on radio. What's more the case encouraged R. H. Macy Co., owner of Davidson's and other stores in the South, to use radio.

The film documents the original placement of the radio campaign, shows actual customers, prompted by the commercials, buying diamonds at the store—all scenes re-enacted by the actual people.

In Cedar Rapids, the Me-Too super markets cooperated with the film producers by running a special radio campaign to sell a carload of peaches—a duplication of a success story that had occurred earlier. The film shows customers flocking to buy the peaches.

San Jose Case

In the San Jose segment the film shows how the Marin Dell Dairy, with headquarters in nearby San Francisco, achieved distribution in local stores through its use of radio.

The network program covered in the film is the *Jack Berch Show*, sponsored by Prudential Life Insurance [BROADCASTING, Oct. 31, 1949]. The film illustrates how a Prudential salesman is welcomed by a housewife who has been made Prudential-minded by the program.

Another sequence in the picture shows a bull session of agency men and Mr. Mitchell at the Poor Richard Club of Philadelphia. In the course of the discussion, Mr. Mitchell manages to get across his now famous "Mitch's Pitch."

Mr. Mitchell said that some newspaper-owned stations, prospective subscribers, had inquired whether the promotion film was too competitive as regards other media for them to show locally to the embarrassment of their newspaper associations. He said he believes this is not so.

The All-Radio Presentation Committee is preparing full instructions on the mechanics of showing the film as well as complete publicity and promotion kits which will be distributed to all subscribers.

Officers of the committee are Gordon Gray, WIP Philadelphia, chairman; Mr. Mitchell, secretary; Herbert L. Krueger, WTAG Worcester, treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer.

Victor Ratner, former vice president of CBS and now a vice president of R. H. Macy Inc., New York, was producer of the film.

DEC. PULSE

Benny, Lux, Winchell Lead

JACK BENNY, *Lux Radio Theatre* and Walter Winchell continued to hold the first three places among evening programs in the December combined Pulse report on the radio audience, released for Boston, New York, Chicago, Philadelphia, Washington, Cincinnati and Los Angeles.

TOP TEN EVENING AND DAYTIME SHOWS

EVENING

	PROGRAM AVERAGE RATING	
	NOV. DEC.	SEPT. OCT.
Jack Benny	21.0	19.0
Lux Radio Theatre	18.5	15.5
Walter Winchell	15.7	15.4
Amos 'n' Andy	15.0	
Godfrey's Scouts	13.8	12.5
Edgar Bergen		13.5
Bob Hope	12.8	
Suspense	12.7	
My Friend Irma	12.2	11.6
Fibber McGee & Molly	12.1	

DAYTIME—FIVE A WEEK

	PROGRAM AVERAGE RATING	
	NOV. DEC.	SEPT. OCT.
Arthur Godfrey	10.0	8.4
Grand Slam	8.4	7.5
Rosemary	8.3	7.6
Big Sister	7.9	7.7
Helen Trent	7.6	7.5
Ma Perkins	7.6	7.5
Our Gal Sunday	7.5	7.7
Wendy Warren	7.4	7.0
Aunt Jenny	7.4	7.1
Young Doctor Malone	7.3	7.0

ABC signs American Arts Orchestra, under baton of Karl Krueger, for series of Tuesday concerts, scheduled for 10-11 p.m. Group, not exceeding 35 players, will specialize in presenting American orchestral music.

A Greater Voice . . . Greater Value!

50,000 WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S
better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

KMBC Kansas City, Mo. USES

Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PT6-P
A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

FORCED LISTENING

Fly Cites Need for Policy

By JAMES LAWRENCE FLY

THE Grand Central Terminal has abandoned its broadcasts in the interest of good will. The problem, however, will arise again and again, and the radio industry must be prepared for a decision on policy. The action of the Grand Central based upon considerations of institutional good will is worthy of note.

On the legal and philosophical level I have argued against forced listening. In a speech before the Advertising Club of Boston on Sept. 28, 1943, I urged an international principle of "Freedom to Listen," laying heavy emphasis upon the forced feeding laws of the dictator countries. This principle was preserved in the drafts of peace treaties. Freedom to listen necessarily includes the right of selectivity and the right not to listen.

Every other form of broadcasting or advertising leaves an avenue of escape, the newspaper, the magazine, the car-card, the billboard and the radio. Even the loud speaker is a some-time thing, and normally affords some escape at the moment. The whole idea of forced listening to one particular thing has seemed to me without precedent in a free country and to smack too much of arbitrary power. A man's right to be let alone stems from the deep well of our legal lore.

But let us take a selfish approach. Warren Moscow in the *New York Times* says: "When the railroads came to balance the amount they spent on institutional advertising for the cultivation of institutional good will against the revenue from the project [$90,000 per annum] that was apparently fostering ill-will there was nothing to do but give in."

The resentment was more and more consistent than can easily be imagined. My recent contacts, largely social, have included (believe it or not) numbers of the Westchester and Park Avenue groups, business and professional men, bankers, advertising men and radio officials and lawyers. Comment was spontaneous, forceful and, with rare consistency, critical. One could not avoid the conclusion that the quick easy dollar wrung from captive audiences is, in the long run, at too dear a cost.

But there are further implications. We may be at the threshold of an extensive development. Only a small portion of the actual and potential broadcasts come from radio. My industry friends agree that conceivably these captive operations may move into every salient point where masses of people must gather or pass. Routinized, the job can be done simply and at small expense. Once so developed, what is going to happen to the local advertising of the radio stations? It may well be shortsighted when broadcast stations contribute to a service which, changed and expanded, may turn to devour.

I submit for mature reflection the proposition that in its own intellectual self-interest the industry should stick to the free and competitive system which has nurtured its growth. This better becomes the mightiest of the free services to the greatest of all free peoples.

BAKING STORY

Continental Officials on CBS

TWO RADIO advertisers portrayed themselves in *The Rising Wonder* a full hour special broadcast marking the 25th anniversary of the Continental Baking Co., presented on CBS Dec. 30. The two executives were Lee Marshall, chairman of the board of Continental and Ray Stritzinger, president of the firm.

In addition to the executives, the program starred Mark Stevens as narrator of the Continental story. The script was prepared by Robert Lewis Shayon.

The Baking Co. regularly sponsors *Grand Slam* Monday through Friday, 11:30-12 noon on CBS. Ted Bates Inc., New York, is the agency.

RMA CONFERENCE

Committee Meets Jan. 18-19

INDUSTRIAL relations problems in the radio and television industry will be discussed at a conference to be held Jan. 18-19 at the Statler Hotel, New York, by the Industrial Relations Committee of Radio Mfrs. Assn.

Titled "The Search for Security," the conference is being arranged by a subcommittee headed by Harvey T. Stephens, International Resistance Co. Informal discussions and talks will be taken up on a workshop basis, covering such topics as pensions and social security programs for the industry.

Speakers will include Richard A. Lester, Princeton U.; Dr. Paul R. Beall, Penn State; Gerry E. Morse, Sylvania Electric Products; John D. Washburn, Sprague Electric Co.; A. F. Watters, RCA Victor Division; Godfrey P. Schmidt, New York attorney. Mr. Watters will discuss personnel problems as they relate to the economic future of the radio and television industry.

ACTIVE in radio for more than a decade, James Lawrence Fly is a partner in the New York law firm of Fly, Fitts & Shuebruk. He became FCC Chairman Sept. 1, 1939, serving five years. Prior to that time he had been general counsel of the Tennessee Valley Authority. The "captive audience" problem has been subject to public hearings in Washington, where transit radio was given official approval. In New York, Grand Central Terminal stopped its service after a trial period.

Mr. Fly

Canada Marine Meet

FCC COMRS. E. M. Webster and George E. Sterling, accompanied by two top staff executives, will attend the annual meeting of the Canadian Dominion Marine Assn. Jan. 17-19 at the Seigniory Club, Quebec. Staff executives who will attend are William N. Krebs, assistant chief engineer in charge of the Marine Radio & Safety Division, and A. L. McIntosh, chief of the Frequency Allocation & Treaty Division. Discussions will center on common problems and objectives of the U. S. and Canada in the Great Lakes regions.

First In Every Way

WSJS

Dominates Winston-Salem!

(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network

Your FIRST and BEST Buy!

Affiliated with NBC

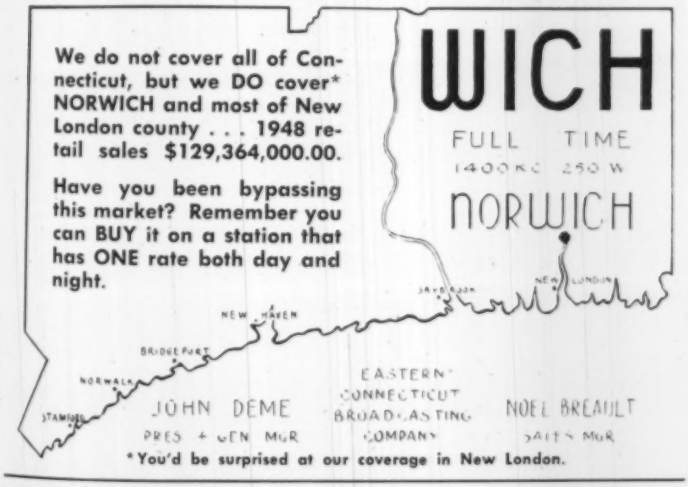
WSJS AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.



*You'd be surprised at our coverage in New London.

NOW! Everything you want to know about . . .
400 PAGES OF VITAL NEW FACTS
PRACTICAL TELEVISION SERVICING and TROUBLE SHOOTING MANUAL
315 Illustrations, many in Full Color
BIG MASTER INDEX

New! Illustrated! Authoritative!
Includes COLOR TELEVISION

Just off the press; a GOLD MINE OF INFORMATION about television servicing and trouble-shooting, fully illustrated, clearly explained. Includes UHF, Color TV, new adapters, converters and practical applications. Shows you step-by-step, how to repair, adjust, align, service all makes . . . how to locate and correct troubles in a hurry. Edited by COYNE television experts. Easy-to-follow instructions. The perfect reference book and practical working guide for radio and TV servicemen and retailers, broadcasters, instructors, students, industrial libraries . . . for **everyone** interested in keeping up with modern television. At your book dealer or get your copy today on 7-Day Trial Offer.

SEND NO MONEY
INSPECT 7 DAYS AT OUR RISK

Send no money. Just fill out handy coupon below. Pay postman only $4.25 plus C.O.D. postage. After 7 full days, you must be satisfied or return for prompt refund. No risk! Mail coupon TODAY!

ORDER TODAY—TRIAL OFFER COUPON

Educational Book Publishing Division
COYNE ELECTRICAL & RADIO SCHOOL
500 S. Paulina St., Dept. 10-E5
Chicago 12, Ill.

YES! Rush PRACTICAL TELEVISION Manual on trial offer. I will pay postman $4.25 plus postage. Book may be returned in 7 days for prompt refund.

Name .....
Address .....
City .....**Zone** ....**State** .....

( ) I am enclosing $4.25. You pay postage. Same Money-Back Guarantee.

December 30 Applications . . .

ACCEPTED FOR FILING

AM—900 kc

Richard O'Connor, Saratoga Springs, N. Y.—CP new AM station 900 kc 250 w D AMENDED to request change of name from Richard O'Connor to SPA Bcstrs. Inc.

AM—1480 kc

KIEM Eureka, Calif.—CP change from 1480 kc 1 kw unl. to 1480 kc 5 kw unl. DA-DN.

License Renewals

Request for license renewals AM stations: WINX Washington, D. C.; WHAT Philadelphia; WTEL Philadelphia; KWLM Willmar, Minn.; KIHN Hugo, Okla.; KVKM Monahans, Tex.

License for CP

WATM Atmore, Ala.—License to cover CP new AM station.

Modification of License

WOR New York—Mod. license to change name from Bamberger Bcstg. Service to General Teleradio Inc., effective Jan. 1, 1950.

Modification of CP

Mod. CP new AM station for extension of completion date: WEBS Oak Park, Ill.; WOPT Scriba, N. Y.; WPAW Pawtucket, R. I.

KAST Astoria, Ore.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WHMA-FM Anniston, Ala.; WRGA-FM Rome, Ga.; WLAV-FM Grand Rapids, Mich.; WBBB-FM Burlington, N. C.; WTRT Toledo, Ohio; KISS San Antonio; WMVA-FM Martinsville, Va.; WVVW-FM Fairmont.

License Renewal

Request for license renewal new FM station: WQAM-FM Miami, Fla.; WMCP Baltimore; WMRC Greenville, S. C.

Modification of License

WOR-FM New York—Mod. license FM station to change name to General Teleradio Inc.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WAFM-TV Birmingham, Ala. to 2-1-50; WOIC Washington to 7-30-50; WLAV-TV Grand Rapids, Mich. to 7-15-50; WJAC-TV Johnstown, Pa. to 4-30-50.

ACTIONS OF THE FCC

DECEMBER 30 to JANUARY 6

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WOIC (TV) Washington, D. C.—Mod. CP new commercial TV station to change name from Bamberger Bcstg. Service Inc. to General Teleradio Inc.

WOR-TV New York—Same.

TENDERED FOR FILING

AM—1550 kc

KRES St. Joseph, Mo.—CP to change from 1230 kc 250 w unl. to 1550 kc 5 kw unl. DA-N.

AM—900 kc

KPLW Plainview, Tex.—CP to change from 1570 kc 250 w D to 900 kc 250 w D and change to Floydada, Tex.

January 3 Applications . . .

ACCEPTED FOR FILING

Modification of License

KBUC Corona, Calif.—Mod. license to change from DA-DN to DA-N on 1370 kc 500 w unl.

AM—1420 kc

KJCK Juuction City, Kan.—CP to change from 1570 kc to 1420 kc.

AM—1600 kc

WKNK Muskegon, Mich.—CP to change from 1600 kc 1 kw D to 1600 kc 5 kw D.

AM—1440 kc

Rev. John M. Norris, Red Lion, Pa.—CP new AM station 940 kc 1 kw D AMENDED to request 1440 kc 1 kw D.

AM—1400 kc

KNEU Provo, Utah—CP change from 1450 kc 250 w unl. to 1400 kc 250 w unl.

Modification of CP

WBNS-TV Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date to 7-1-50.

License for CP

WKY-TV Oklahoma City, Okla.—License to cover CP new commercial TV station.

APPLICATIONS RETURNED

Applications for renewal of license RETURNED—KDAN Oroville, Calif., 12-28-49; WHED Washington, N. C., 12-29-49.

January 4 Decisions . . .

By Commissioner Jones

Hico Bcstrs. Jonesville, Mich.—Petition to dismiss application without prejudice referred to full Commission.

FCC General Counsel—Granted extension of time to file exceptions to initial decision in proceeding upon applications of Massasoit Bcstg. Corp. Taunton, Mass. to 1-10-50.

George F. Haddican, Delano, Calif.—Granted extension of time to 1-27-50 to file exceptions to initial decision in proceeding.

FCC General Counsel—Granted extension of time to 2-14-50 to file exceptions to initial decision in proceeding re applications of Kansas City Bcstg. Co. Inc., Kansas City, Mo.

Sandusky Newspapers Inc. Sandusky, Ohio—Granted continued hearing from 1-23-50 to 3-23-50 in this proceeding.

Teletronics Inc., Waycross, Ga.—Denied request for broadening of order granting leave to T. W. Scott, et al, d/b as Waycross Bcstg. Co. to take depositions; granted in so far as it requests date to commence taking of these depositions be changed to 1-7-50.

Missouri Basin Bcstg. Co., Minot, N. D.—Granted motion to take depositions.

Walker Newspapers Inc., Fremont, Neb.—Granted motion to take depositions.

Binghamton Bcstrs Inc., Binghamton, N. Y.—Granted request for leave to amend application so as to revise DA array proposed for nighttime operation.

Pilgrim Bcstg. Co., Boston, Mass.—Granted extension of time to 1-9-50 to file reply to exceptions to the initial decision in proceeding.

Tul'e Bcstg. Co., Tulia, Tex.—Granted continued hearing in proceeding from 1-4-50 to 2-9-50 in Washington, D. C. (By Elizabeth Smith).

WWHG Hornell, N. Y.—Waived four-day rule and granted leave to amend application to request 1330 kc in lieu of 1420 kc (thereby removing the existing conflict with application of WLEA Hornell); application of WWHG, as amended, and application of WLEA are removed from hearing docket. (By J. Fred Johnson).

WISE Asheville, N. C.—Granted leave to amend application so as to supplement its engineering statement attached thereto by incorporating certain field intensity measurements, and

(Continued on page 67)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

YOUR SERVICE

can be brought regularly to the attention of the 15,500 (paid) subscribers of BROADCASTING-TELECASTING, by simply indicating the number of insertions desired and mailing this coupon to:

BROADCASTING - TELECASTING • NAT'L. PRESS BLDG. • WASHINGTON, D. C.

Please reserve space in your Service Directory for:

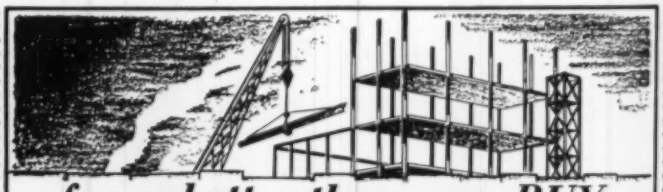
☐ 1-time ☐ 26-times ☐ 52-times

Company .....

Address .....

Individual .....

RATES: 1-time-$20.—26-times-$15. ea.—52-times-$10. ea.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
Member AFCCE

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
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Open Mike

(Continued from page 38)

In the particular case, Judge Conger did hold the defamation to be slander *per se*, and hence within the exception to the rule requiring proof of special damage, but that charge and had nothing to do with was because of the nature of the its having been televised.

Of course, the case had nothing to do with political broadcasts either.

The courts have not held that radio is exempt from state law insofar as liability for defamation is concerned. A dozen states have passed legislation in this field. Whether Congress could constitutionally legislate on the matter of defamation by radio or television is not clear.

John W. Willis
Fischer, Willis & Panzer
Dupont Circle Bldg.
Washington

[EDITOR'S NOTE: Our attorneys tell us that Barrister Willis is probably right. Our purpose was not to argue the laws of slander and libel, but rather to point up the need for uniform legislation which would safeguard the broadcaster and telecaster. Whether Congress can constitutionally legislate in this field ultimately must be determined by Congress and the Supreme Court.]

* * *

Doodle Contest

EDITOR, BROADCASTING:

. . . . The idea occurred to us that there are many exceptional doodlers in this vast radio field. So,

The winning "doodle" in a contest conducted by WEOA.

why not give these frustrated "Dalis" a chance to compete in what could be a very enjoyable contest. . . .

Elliot Warren
Promotion Director
WEOA Evansville, Ind.

Editorial Gets Hay

EDITOR, BROADCASTING:

. . . Editorializing has its hazards. One morning recently I said on my observations on the news that to my knowledge our paid County Fire Department had not saved so much as a bale of hay in its costly three years of existence.

The county department provides a dozen political jobs for patron-

Mr. Oberlin and his bale of hay.

age, and has been embroiled with volunteer fire departments of Jefferson County since it was established. The volunteers have proven efficient enough, as a matter of fact, to win fire insurance rate reductions. Pretty sizable ones.

So, the next day at noon there was delivered to my office a bale of hay with this note attached:

"This is the bale of hay you said the County Fire Department didn't save. And there is still more for you. You can use this hay to feed that bull you put on the radio every morning."

It was signed, "Mr. Tax Payer's (sic.)"

After discussing the care and feeding of ether wave bulls with Farm Coordinator Frank Cooley the following morning, the hay was put out to pasture.

Richard Oberlin
News Director
WHAS Louisville

* * *

TV's 'Hurting' Power

EDITOR, BROADCASTING:

Television hurts AM.
Television hurts FM.
Television hurts movies.
Television hurts legitimate theatres.
Television hurts baseball.
Television hurts football.
Television hurts basketball.
Television hurts wrestling.
Television hurts boxing.
Television hurts the family dinner.
Television hurts the pocket-book.
Television hurts the eyes (and sometimes the ears).

And now television hurts the trolley car business! (local transport company cites television as reason for decreased patronage and losses in seeking to increase rates!). . . .

Why in blazes do you and Arthur Godfrey persist in promoting television? You're driving the country to the dogs faster than the Commies.

H. Charles Kaetel
Chief Engineer
WAUX Waukesha, Wis.

GDYNIA LINES

Justice Replies to O'Conor

REQUEST of a Congressional subcommittee that the Justice Dept. investigate radio propaganda activities of the Gdynia America Shipping Lines drew a mildly responsive reply from a high department official Dec. 29.

Peyton Ford, assistant to the Attorney General, wrote Sen. Herbert R. O'Conor (D-Md.), chairman of a Senate Judiciary Immigration subcommittee, that the shipping line and Dr. Zenon Kosidowski, who prepared and edited radio scripts for Polish programs, are registered under the Foreign Agents Registration Act. Dr. Kosidowski is an agent of the Polish research and information service.

Sen. O'Conor's group charged that the line has used facilities of American stations "for the purpose of engaging in Communist propaganda . . . far beyond the scope of legitimate business enterprise" and called on Justice Dept. and FCC to probe its activities. Programs were aired on WHBI Newark, N. J., and WEDC Chicago [BROADCASTING, Dec. 26, 1949]. No reply has been received from FCC, spokesmen said. Meanwhile WHBI has dropped the broadcasts.

The Justice Dept. made no mention of initiating a probe, and pointed out that registration statements and exhibits are recorded in the public file. Included is a detailed statement on the shipline's activities and descriptions of the broadcasts, it added.

FORMERLY heard on WJR Detroit for period of 14 years, *The Hermit's Cave* returns to station, Sunday, 10:30-11 p.m.

Telecasting Insert
Pull Out for Filing

ABERLE STORY

KELS Uses Local Sense

KELS Kelso, Wash., only eight-weeks old, was out in front with the news that 16 year-old Ruth Aberle, lost four days in a densely-wooded area, was safe. Credited with sound reasoning which won the day for KELS, is Manager Claire Banks.

Mr. Banks, already faced with problems typical to a brand new 250 w independent outlet, used some fast thinking and knowledge of the local scene to compete with the area's major newspapers and stations. He reasoned that since the long search had not brought results, the teen-age girl probably would be found away from the concentrated search area. His hunch proved to be correct when Ruth was found by ranchers 11 miles from the combed region.

Break for KELS came when the sheriff's secretary, who received the first call of the news, remembered the station's staff members who had kept in close contact. She telephoned Announcer Russ Conrad,

Don Bailey, of KELS, interviews Ruth at the hospital.

who in turn signaled Chief Engineer Johnny Holmes to put the telephone conversation on the transmitter. Later, interviews with Ruth and the ranchers were recorded. At noon the next day, the whole town turned out to hear *The Aberle Story*, half-hour show made up from highlights of the week's tapes, and picked-up by receivers in Kelso's radio shops.

SESAC Inc., New York, has recorded large number of selections by Trinity choir of St. Paul's Chapel, New York. Discs will be distributed to SESAC subscribers.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

JANUARY 9, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

What's New in Television? **Take a Look at WPTZ!**

The Story of the Popcorn that didn't pop!

YOU'VE probably heard of the Handy Man show on WPTZ. Sponsored by Gimbel Brothers, it's the oldest commercial television program on the air anywhere.

In any case, a few Friday nights ago the Handy Man demonstrated among other things a new electric corn popper. That is, he tried to, but instead of exploding into a fluffy white mass, the kernels neither snapped nor popped as they did in rehearsal . . . they just lay there and sneered.

It was a nightmarish situation even for as seasoned a performer as the Handy Man. Finally he called a halt to the demonstration and bluntly told the television audience not to buy the popper until he could show them that it worked and worked right.

As a result, two things happened—first, quite a few people disregarded the Handy Man's advice and bought the popper anyway. Second, the makers of Seazo Popcorn Oil called up after the show and suggested their product as the solution to the Handy Man's troubles.

The following show the Handy Man tried the demonstration again and it worked like a charm. The next day, Gimbel Brothers sold over 300 of the poppers at $8.35 each! Moreover, 75% of the shoppers demanded the Seazo Popcorn Oil!

Everybody was very happy, particularly the Seazo Popcorn Oil people. Here is what Adrian Bauer, advertising agency for Seazo, had to say about it: "What makes this remarkable is . . . the fact that an adjunct to the main article being sold was *so carefully watched by the viewing audience* that they demanded the popcorn oil right along with the popper."

That gets us down to the point of this story: Philadelphians, who make up the second largest television audience in the country (over 300,000 sets), watch WPTZ programs with an eagle eye. If you would like them to give equal attention to your product or service, call us or get in touch with your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TV-AFFILIATE

This advertisement appears in TELEVISION MAGAZINE—*December, 1949 and* BROADCASTING—*December 26, 1949*

XUM

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C. | JANUARY 9, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

LARSON SUCCEEDS COE

Named Manager of WPIX (TV)

G. BENNETT LARSON, vice president in charge of television at WCAU-TV Philadelphia, has been appointed manager of WPIX (TV) New York, station of the *New York Daily News*, effective Jan. 16 [CLOSED CIRCUIT, Jan. 2].

He succeeds Robert L. Coe, who resigned as vice president and station manager of WPIX last Wednesday, but who will remain with the station until Mr. Larson takes over.

A radio veteran who first entered broadcasting 23 years ago at KDYL Salt Lake City, Mr. Larson joined NBC in New York in 1929 as a producer and director, handling such outstanding programs as *Texaco Theatre* with Ed Wynn, *Fleischman Hour* with Rudy Vallee and *Chase and Sanborn Hour* with Eddie Cantor.

With Agencies

From 1934 to 1942 Mr. Larson served with the radio departments of Joseph Katz Co., Ruthrauff & Ryan and Young & Rubicam as director and producer. At Y & R he supervised daytime programs. With the advent of television, he experimented in this new medium by putting some of his radio shows before the camera.

In 1942 Mr. Larson became general manager and part owner of WWDC Washington, staying there until 1945 when he was appointed general manager of WPEN Philadelphia, when it was acquired by the *Bulletin*. Two years later, he became vice president of WCAU-TV, which the *Bulletin* had purchased.

Mr. Coe joined WPIX on Jan. 2, 1948, directing the design and construction of the new station, which went on the air June 15 that year. He developed the present organization of WPIX and had supervised its operation since its inception. Before coming to WPIX, Mr. Coe had been for 23 years with the broadcasting stations of the *St. Louis Post-Dispatch*, except for the war period when he served with the Army Air Forces. At the time of his resignation to join WPIX, he was director of technical operations of KSD-AM-FM-TV.

Mr. COE

* * *

Mr. LARSON

* * *

In announcing Mr. Coe's resignation, F. M. Flynn, president of WPIX and of the *New York Daily News*, said:

"Bob Coe performed near miracles in putting WPIX on the air on schedule. He and his staff have done amazing things in guiding the station through its early days, handicapped in many ways and confronted with the toughest competition in the country.

"Coe's decision to leave WPIX is a matter of personal regret to me," Mr. Flynn added. "All of us here are confident he will make further records in television. We wish him the very best."

Mr. Coe said:

"As a local non-network televi-

(Continued on Telecasting 12)

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VANDA

Named TV Department Director Of WCAU-TV Philadelphia

CHARLES VANDA, one of Hollywood's leading radio directors and producers, last Friday was named director of the television department of WCAU-TV, effective Jan. 16, by Donald W. Thornburgh, president of the *Philadelphia Bulletin* stations.

Mr. Vanda

Mr. Vanda was named to succeed G. Bennett Larson, who on Jan. 16 becomes general manager of WPIX (TV), *New York Daily News* station. The appointment brings about an East Coast reunion of two former CBS executives. Mr. Vanda for eight years served as CBS western division program director under Mr. Thornburgh, who resigned last May as vice president in charge of CBS West Coast activities to become WCAU president last Aug. 1.

Since October, Mr. Vanda has served as TV program counsellor for WCAU-TV. Prior to the war, he was responsible for production for many CBS West Coast originations. Among the shows he produced were: *Stars Over Hollywood, I Was There, They Lived Forever, Theatre of Romance* and Louella Parsons Hollywood premier. During the war he served with the Army Intelligence and was released as a lieutenant colonel.

He was awarded the Order of the British Empire and the African Star by the British government and the Legion of Merit by the U. S. government. He served as chai man of the Four-Network Radio Committee during the war and was co-producer of the *This Is the War* series and was co-author of the Armed Forces Radio service plan. Afterwards he did freelance production in Hollywood including a number of features for ABC.

Since leaving CBS he has produced the Victor Borgia, Benny Goodman show, *Abbott and Costello, The Saint, Man Called X, Corliss Archer* and others.

Before joining WCAU last fall, Mr. Vanda had returned east to develop and sell TV programs.

KTLA CONTROL

Transfer Bid Tendered

TRANSFER of control of KTLA (TV) Hollywood from Paramount Pictures Inc. to New Pictures Corp., Paramount Pictures successor under court-ordered reorganization, is sought in an application tendered for filing at FCC last week. Earlier requests had been filed for disposal of other Paramount station interests, WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, Jan. 2].

Under the Paramount reorganization plan, required by the anti-trust decree of the U. S. District Court for the Southern District of New York, the theatre-operating activities of Paramount Pictures are to be placed under a new firm called United Paramount Theatres Inc., with the picture-production and distribution activities going to New Pictures Corp.

WBKB and WSMB-AM-FM are proposed to be transferred to United Paramount Theatres, while KTLA, under permit to Paramount Television Productions Inc., a subsidiary of Paramount Pictures, would be transferred to New Pictures Corp. Paramount's 29% interest in Allen B. DuMont Labs. likewise would follow KTLA into New Pictures Corp.

Principal officers of New Pictures Corp. were reported to FCC as: Barney Balaban, president; Y. Frank Freeman, vice president; Stanton Griffis, chairman of executive committee; Austin C. Keough, vice president and secretary; Fred Mohrhardt, treasurer; Paul Raibourn, vice president; Adolph Zukor, chairman of the board; Harry Ginsberg, vice president.

Telefile:

CREATIVE PROGRAMMING HIGHLIGHTS WNBQ (TV) SUCCESS

CUSTOM - TAILORED programming has limelighted WNBQ (TV) Chicago nationally in a single year of operation. Fourth TV outlet in Chicago, and fourth in NBC's O&O chain, WNBQ celebrated its first birthday Jan. 7.

Among several glowing candles on its TV cake, one appears to be brightest—the recent sale of the Chicago-created *Garroway at Large* network show to Congoleum-Nairn Inc. for a reported $5,000 weekly. As prime example of the program theories evolved by WNBQ's top personnel, the show has consistently won plaudits of expert as well as uninitiated—but it remained sustaining eight months. Proof is now in the taste as well as the looks of the pudding.

During its first year, WNBQ has telecast local and network shows made-to-order for the type of talent available in Chicago. Initial goals set up by Central Division Vice President I. E. Showerman (also manager of WNBQ and WMAQ-AM), TV Operations Director Jules Herbuveaux and Program Manager Ted Mills were: (1) attain quality in everything, down to station breaks, and (2) put Chicago on the map. Two NBC Chicago shows, *Garroway at Large* and *Kukla, Fran & Ollie*, have re-converted hordes of pallbearers who thought they buried Chicago as a broadcasting center years ago.

Means to these ambitious ends were set by Mr. Herbuveaux, a veteran showman, who insists on teamwork backed up by responsibility of all his staff. The staff, in turn, is given complete authority, so that responsibility is more practice and than theory.

Mr. Herbuveaux studied engineering, then switched to music and led his first Chicago dance band in 1921. He broadcast shows, recorded songs and played the first network program out of Chicago—NBC's *National Farm and Home Hour*. Producer of vaudeville and stage shows, he organized the Central Division music staff for NBC, produced radio shows there from 1933 until 1938, and worked as division program manager until 1948.

His kinship with talent, in addition to his management experience, was the background for his original ideas on TV when he took over as chief of video operations. Because he had hired and developed personalities like Dave Rose, Benny Goodman, Garry Moore and Johnny Johnston, the step to TV and encouragement of video talent such as Dave Garroway was natural.

* * *

HIS concept of television—and it weaves throughout all WNBQ programming activities—is that (1) no artist or anyone with a creative mind can be encumbered with business worries, and (2) TV is a new field, and persons need to be given a full scope for creative work.

"We want no imitation of anything. We're in Chicago, and Chicago is different from any other place," he says. "We still have to and want to use talent on hand, which is excellent but very limited. We started building original shows without big names and big budgets, building typically Chicago shows designed for one medium—television."

Mr. Herbuveaux, in a business where professionals admit confusion, confesses "I am unconfused. TV is the most honest thing in the world, and there's no fakery in it. Be honest, put on a good show and the camera will take care of the rest."

The simplicity of his formula belies hard work that goes into 16½ hours of live programming weekly, of which eight are network feeds.

A natural approach, with a show constructed around talent rather than vice versa, is followed by Ted Mills. Named program manager four months before the station began operations, Mr. Mills realized even then that, to compete with New York, WNBQ had to develop talented non-name stars, with emphasis on originality, creativity and skill, and concentrate equally on behind-the-camera techniques and personnel. He is a former Army movie producer and TV producer at NBC New York.

A devotee of practical experimentalism, he created both the Garroway show and *Crisis*, a half-hour weekly "true confession" situation with professionals enacting roles from case histories related by laymen.

Other network shows originating in Chicago are *Kukla, Fran & Ollie* (Sealtest Ice Cream, RCA Victor), *Quiz Kids* (Miles Labs.), *Wayne King Show* (Standard Oil of Ind.), *Studs' Place*, *Chicago Jazz*, *Cactus Jim* (participation) and *Portrait of America*. The last, which has been on the air only a month, is a weekly half-hour remote documentary of a family at home, with film clips added for variety. It is produced by Ben Park, who has been cited nationally for his other documentaries, *Report Uncensored* and *It's Your Life*, both Chicago AM originations.

WNBQ telecasts Monday through Friday from 5 to 11 p.m., Saturday from 6:30 to 9:30 p.m. and Sunday from 3:30 to 9:30 p.m., totalling about 40½ hours weekly. This does not include Projectall, which shows news pictures and bulletins, time and weather and a standing advertiser's message for about five hours weekly.

* * *

SPECIFIC programming rules set before the station began fulltime commercial operations are still in effect—"No show can have drapery backgrounds, because interesting sets are no more expensive: every show must have a design; never stage a scene in a living room unless it is in a dramatic program; light must be plotted for every show; cameras must work for us instead of just recording what they see, as they are creative instead of reportorial; cameramen are encouraged to get their own shots." These are day-to-day rules for Mr. Mills and his staff.

* * *

MANAGEMENT-LEVEL men at NBC's Central Division include (l to r) Paul McCluer, chief of AM network sales who headed the TV sales staff also until six weeks ago; Division Vice President I. E. (Chick) Showerman, who works as general manager of WNBQ (TV) and WMAQ (AM), and Eugene Hoge, recently named head of TV network sales. John McPartlin heads the local TV sales staff.

The first live programming produced by WNBQ was a heavy stint by Newsmen Clifton Utley and Jim Hurlbut Nov. 2, 1948, when President Truman was elected. The men gave five-minute news summaries every half-hour for 10 hours and 27 minutes on the six-station Midwestern network. Bill Ray, chief of the news and special events staff, directed the entire telecast.

WNBQ's history dates back to June 1947 when call letters of WNBY were tentatively assigned by the FCC. At the same time the network leased for 10 years three floors of the Civic Opera Bldg., half-mile away from its Merchandise Mart headquarters, for FM and TV transmitting equipment. In September 1947 the station strung an insulated cable link for intracity TV between the Mart and the central terminal of the Illinois Bell Telephone Co. The cable, first to be installed by a Chicago video station, also is used for audio program transmission. It contains 12 video and 186 audio circuits.

In March 1948 the call letters were changed to WNBQ because of WNBY's phonetic similarity to WMBI (AM), Chicago's Moody Bible Institute station. Call letters WNBQ had been assigned years previously to the NBC Chicago engineering department for its 25 w relay transmitter. FCC granted a switch, and the station became WNBQ, retaining the definitive letters of NB held by NBC O&O TV stations. The new call also was favored because of the similarity to WMAQ, its AM sister.

WNBQ test pattern was put on the air experimentally Sept. 10, 1948, and 10 days later the station participated in the three-hour opening of NBC's Midwest network with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit,

XUM

WTMJ-TV Milwaukee and KSD-TV St. Louis. Even though it operated experimentally, the station was granted FCC permission to carry three World Series games from Cleveland Oct. 8, 9 and 10, 1948. Reception reports were received from Green Bay and Neenah, Wis., 190 and 170 miles north.

In December 1948 WNBQ was carrying about four hours of programming weekly. Two remotes telecast were the International Livestock Exposition and Horse Show from the International Amphitheatre and the annual *Sun-Times* Harvest Moon Festival, a variety show from the Chicago Stadium.

Regular programming began Jan. 9, 1949. Fifteen hours were telecast the first week starting at 6:50 p.m. daily, Sunday through Friday. When the cable opened Jan. 12, the station began carrying eastern originations. On Jan. 12, also, it demonstrated use of the split-screen technique for the first time in Chicago at a Radio Management Club luncheon. NBC in New York and Washington collaborated on a news show from both points. On Jan. 16 the schedule was expanded to 20 hours weekly, Sunday through Friday, and on Feb. 28 the station began signing on at 4:30 p.m. daily.

After one remote telecast of the consecration of three Roman Catholic bishops from Holy Name Cathedral, the station and network received more than 5,000 cards and letters of commendation.

Saturday programming was added in March, increasing air time to 35 hours weekly, seven days a week. In March also, telecast of the International Kennel Club Dog Show from the International Amphitheatre was sponsored by the Ken-L-Ration Division of Quaker Oats.

In May 1949 programming time was upped to about 40 hours per week, with four hours of transmission Saturday and Sunday and until 10:50 p.m. weekdays. A daily hour of Projectall newscasts was signed last May, from 3:30 to 4 p.m., Monday through Friday, and another hour of afternoon programming was added in September. On Dec. 1 the schedule called for 41 hours weekly: Sunday, 3:30 to 9:35 p.m.; Monday and Friday, 2:45 to 11 p.m.; Tuesday, Wednesday and Thursday, 3:15 to 11 p.m., and Saturday, 6:30 to 9:30 p.m.

* * *

THE most farsighted planning in the station's history, however, took place back in 1929 when there was barely a Central Division. At that time, with network studios under construction in the Merchandise Mart, a few NBC technicians decided TV would be coming along one day. They wired a major studio with heavy-duty cables and provided outlets for TV lights. It took 20 years for fulfillment, but both installations are being used now.

Last January when the station was still experimenting with new show ideas, program personnel originated what is thought to be the first network daytime TV serial, *These Are My Children*. Written by Irna Phillips, the show was staged daily, five times weekly. Never sponsored, it was finally dropped in March when Mr. Showerman learned American Telephone and Telegraph was cancelling all east-bound TV shows before 6 p.m. because of long-distance cable requirements.

It was also in March that program staffers started telecasting experiments in children's dramatic education from suburban Evanston, 15 miles north along the lake. Erection of a microwave tower atop a school enabled transmission of a weekly half-hour series in which a teacher outlined a story theme with children then acting it out. The format, similar to the adult *Crisis* now on the network, called for interpretation, with a maximum of imagination and a minimum of props and costumes.

* * *

TOPS among local shows which have been developed are *Clifton Utley's News Commentary*, five nights weekly, 10:10-10:25 p.m.; *The Weatherman* with Clinton Youle (Ceresota Flour), 10 to 10:10 p.m., five times weekly; *But Not Forgotten* with Pianist Herbie Mintz (participation), 10:30-10:45 p.m., five weekly; *Lincoln Park Zoo* with Zoo Director R. Marlin Perkins and Jim Hurlbut, Sunday, 6-6:30 p.m.; *Walt's Workshop* with Walt Durbahn (Edward Hines Lumber Co.), Friday, 7:30-8 p.m.; *The Pet Shop* with Gail Compton (Evanger Kennel Foods), Tuesday, 5:30-6 p.m.

Why TV sponsorship comes so high is seen in the expense involved in Mr. Utley's 15-minute news show every night. An ace NBC AM commentator for many years, Mr. Utley in radio uses only two other persons to put a show on the air—an announcer and an engineer. For his TV stint, which involves use of charts, graphs, pictures and innumerable other visual aids, he needs a staff of 18 persons. In addition to himself, there are a director, script girl, technical director, audio engineer, video engineer, artist, research man, three cameramen, dolly pusher, boom mike man, sound effects and turntable man, two stage hands, floor director and electrician.

Lincoln Park Zoo, a sustainer, is telecast from the zoo on the Near North Side each Sunday. "Phenomenal" response, in the opinion of Promotion Director Harold A. Smith, was tabbed last month after a one-time mention on the Dec. 4 show. Viewers were asked to identify correctly five of 15 animals telecast. In exchange, they would get an autographed picture of Bushman, 550-pound gorilla who daily consumes 22 pounds of fresh vegetables and vitamin pills before

(Continued on Telecasting 14)

PROGRAM MANAGER Ted Mills, who was an Army information and education section movie producer four years and who joined NBC New York as a video producer in 1946, confers with Howard Luttgens (l), chief engineer at NBC's Central Division, and Paul Moore (r) television operations supervisor. Mr. Mills created the *Garroway at Large* network show, which was purchased recently by Congoleum-Nairn for a reported $5,000 weekly.

ONE of the few TV executives who is admittedly "unconfused" by television is Jules Herbuveaux (r), chief of TV operations at the Central Division. Known for his ability to select and develop fresh talent, he chats here with some WNBQ stars who appear in formats designed especially for them. They are (l to r) Singer Jack Haskell, Dave Garroway, laconic m.c. of *Garroway at Large*; Connie Russell, who sings, dances and acts, and Pianist Herbie Mintz, long-time radio star who now recalls old-time musical favorites on TV.

What Is to be the Sponsorship Pattern in TV . . . ?

Bi-Weekly vs. Weekly Placements

By BRUCE ROBERTSON

WILL TELEVISION follow radio's pattern of delivering programs—and their sponsors' commercials—to the home audience on a regular basis of same time, same station, every week or more often?

Mr. STEWART

Mr. CHALMERS

Mr. CASE

Some say yes, noting that much of radio's success as an advertising medium stems from this regular delivery of the sponsor's message to the listening public and believing that the same will be true of TV.

Others say no, pointing to the much higher costs of video programs as a deterrent to any general slavish following of the radio pattern. These individuals also cite the many statements of TV proponents as to the unequalled impact of this new medium and comment that if monthly ads in magazines have been profitable an every-other-week TV schedule should also pay off for its sponsor.

Donald W. Stewart, advertising manager of the Texas Co., whose Tuesday night TV series starring Milton Berle has for more than a year been television's most popular show, told last fall's AAAA convention that one-hour shows do not need to be seen more than twice a month.

"If your show is good, there will be no audience loss because there is a one-week lapse between shows," he declared. He noted that with such a schedule there would be more time to rehearse each program and less chance of a star, such as Berle, "burning out too soon" and that it would permit year-round broadcasting without the customary summer lay-offs.

"It will be pretty hard to justify spending as much as $75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about $1 million," he averred.

* * *

THE additional time provided for production is one of the major reasons for the present every-other-week schedule of the *Ford TV Theatre*, seen alternate Fridays, 9-10 p.m., on the CBS-TV Network. William A. Chalmers, vice president and radio-TV director of Kenyon & Eckhardt, New York, agency in charge of this program, told TELECASTING:

"The *Ford TV Theatre* proves that guessing, ad libbing and risk can be eliminated from commercial television. With the success of the *Ford Theatre*, there is no longer any excuse for slipshod production, especially in dramatic shows. For our series has shown that long range planning, careful production, fastidious attention to detail, and allotment of time to each effort, pays off in the kind of programming which makes TV an adult medium.

"Let's take a look at what's happened, in case my adjectives seem too overwhelming to prove.

"Three years ago, *Ford Theatre* was launched on a long range plan. The basis of the plan was simply to provide the best possible radio dramatic fare. Last year, after two successful seasons, it was decided that television offered the most rewarding long range possibilities in terms of impact and audience. The plan was switched to television with the same objectives in mind as originally outlined two years prior to the decision.

"That plan called for the most careful selection of properties, cast —and most importantly, production staff. Especially in television, it is our feeling that the producer and his staff must be a harmonious, skilled unit, which has the freedom to act with unimpaired authority. The chain of our TV command is not kinked with all types of supervision. The show goes on as the production staff feels it should, without interference by outside elements.

* * *

"WE felt that once a week operation would be impossible under the circumstances. It would tend to violate our ideas about the most careful preparation in presenting our shows. Here we began with a monthly presentation and now are on an every other week basis. This schedule, under our current setup, enables a potent commercial punch to be felt, as well as providing program impact upon TV viewers.

"If we were to go on a weekly program schedule, our plan would be to set up dual production units, each responsible for two shows per month. In that manner, our production values would never be hurried or strained. At this stage of TV, we believe it is impractical for one production staff to handle the manifold difficulties of a weekly hour dramatic series.

"There is no secret about our objective. We want to have the number one dramatic show on television. If planning, preparation and allowing creative talent a chance to create will do the trick, we should achieve our goal.

"Certainly, the client has shown himself to be sympathetic towards the aims which we have in common. Critics, too, have expressed themselves in emphatic terms as to the production and staging of the Ford series.

"We're pretty happy about the fact that actors on the Ford show have time before they go on to get a bite to eat, have a cigarette and relax! Not many other shows can boast of that atmosphere at rehearsal time!"

* * *

THE every-other-week formula has also been adopted by another automobile manufacturer, Chevrolet Division of General Motors, for its *Inside U.S.A. With Chevrolet*, CBS-TV, alternate Thursday, 8:30-9 p.m. Three major motives prompted the decision to adopt and maintain this schedule, according to Winslow H. Case, senior vice president of Campbell-Ewald Co., Chevrolet agency, who continued:

"If television's impact is as powerful as we believe it to be, and sponsor identification surveys on top programs have shown some amazing results, it may be wasteful to rigidly follow radio's weekly formula. Each advertising medium must develop a frequency pattern of its own.

"Production-wise, too, a musical revue as complicated as *Inside U.S.A.*, with its split-second timing and many transitions, demands two weeks of concentrated rehearsal.

"Budget, in relation to the total possible audience, is the third factor.

"One effective way to maintain audience for a particular time segment would be to alternate two top ranking shows on an every-other-week schedule. It is yet to be tried but I think this system may prove to be one of the most workable and satisfactory solutions to the frequency problem.

"Obviously, there can be no certain answer to the question of which yields a better return: every week, every other week, or even once a month. Television's philosophy is still in the formative stage. If our own research and industry studies reveal a definite and significant trend, we will move to take advantage of it."

* * *

UNWILLING to be quoted directly, TV network executives told TELECASTING that the advantages of every-other-week TV programming from the standpoint of scripts, rehearsals and production are more than offset by the difficulties of time clearance. With too few stations in most cities to provide each video network with exclusive affiliates, the networks are competing with each other and with local advertisers for station time, and a weekly show will always get

the time in favor of an every-other-week program.

Furthermore, the network executives said, when a sponsored program is on only every other week, the network is faced with providing a suitable sustainer in the alternate weeks, good enough to satisfy the stations and the advertiser, both wanting the audience maintained. This means a heavier, not a lighter burden on the network's production facilities and personnel, they pointed out.

Perhaps in the future when TV time is sold out, Mr. Case's suggestion for matching sponsors to occupy the same time period of alternative weeks can be worked out satisfactorily, but at present the TV networks greatly prefer clients who go on week after week in the radio pattern.

However, the every-other-week plan seems to be gradually gaining adherents among advertisers. Anheuser-Busch Inc. this month joins Ford and Chevrolet as CBS-TV bi-weekly sponsors when it begins sponsoring the *Ken Murray Show* on alternate Saturday, 8-9 p.m., for Budweiser beer. American Cigarette & Cigar Co. currently sponsors *Big Story*, 9:30-10 p.m., every other Friday on NBC-TV for Pall Malls, and American Tobacco Co. is negotiating with this network for a bi-weekly program starring Robert Montgomery. The Texaco program contract for weekly NBC telecasts runs through the spring, but from Mr. Stewart's comments there seems to be a good chance that come next fall Milton Berle may be an every-other-week performer.

DuMONT RAPS NBC

Scores Sat. Night Plan

CALLING for an investigation and prompt "prophylactic action" by FCC, Allen B. DuMont Labs. charged last week that NBC-TV's proposed 2½-hour Saturday night series [TELECASTING, Jan. 2] "is a manifest attempt to freeze out" competition.

DuMont, operator of the DuMont TV Network and three owned stations, accused NBC-TV of "monopolistic and unfair trade practices." It asked FCC to take "immediate interim action" to "disclose and restrain these practices pending ultimate formal action by the Commission."

FCC officials said they would ask NBC to answer the complaint, which is customary procedure in such cases, and that the Commission would then decide what action should be taken. FCC will be required to issue a formal decision, since a formal complaint is involved.

DuMont's complaint was directed primarily against NBC-TV's request to affiliates to clear 2½ hours on Saturday nights for 13 weeks starting Feb. 4, for a show to be sponsored by several advertisers.

The complain contended that the offer specifies no particular programs and contains "no provision for the right of DuMont, or of any other broadcaster accepting the offer, to reject or refuse network programs believed to be unsatisfactory or unsuitable or contrary to the public interest."

DuMont Assertion

Further, DuMont asserted, "the offer requires that any accepting television broadcasting licensee must clear the 2½-hour period for the 13 weeks completely to carry the show, regardless of established programs or existing commitments, and without regard to whether or not any portion of the time is sold by NBC."

NBC-TV would pay its affiliates at their regular half-hour network rates for five half-hours weekly (8 10:30 p.m.). The 2½-hour show would be sold to several advertisers, whose commercials would be telecast on a rotating basis. Each half-hour would contain three one-minute commercials, followed by a 30-second station break.

At least 15 affiliates must accept the program, NBC stipulated.

DuMont, which "immediately" rejected the offer, cited the "high cost" and "inadequacy" of existing network facilities and their effects upon network operations. The complaint continued:

It follows that a contract by a single network for its use at rates above normal scale, of 2½ hours of solid, preferred time on the critical Saturday night programming period, if completed with 15 or more stations, to the exclusion of any other programming during the important winter season, would disrupt and destroy comprehensive programming efforts by independent broadcasters, and unreasonably burden advertisers utilizing the service of such broadcasters.

This is "especially true," the complaint said, since the freeze has limited many cities to a single station, "thus eliminating any competitive opportunity to advertisers and networks for the viewer market in such intermediate metropolitan areas." Further, DuMont claimed, NBC has a "preferential and larger allocation of desirable time" on the intercity cable and relay facilities.

DuMont said it has developed programs "which have attracted great public interest," and that some of them are in the 2½-hour period that NBC wishes to clear. The complaint mentioned *Cavalcade of Stars* in particular, pointing out the present series ends Feb. 4 "and would be renewed as of that date."

The complaint charged that in the past DuMont has "been affected by restrictions upon potential affiliates through the block booking of programs and combination offers for standard broadcasts, frequency modulation and television network time."

Cancellations Claimed

DuMont said it "has evidence of cancellation of desirable and important programs, and the rejection by broadcasters of programs produced and distributed by DuMont Network, which were subsequently accepted at higher cost from NBC."

It said "DuMont is unable to produce written evidence of the agreements involved in the present bulk purchases of time by NBC, or of the underlying agreements for restraint of free competition for the use of the facilities of licensed broadcasters."

On the basis that "the rules of the Commission require the filing with the Commission of any such agreements," however, DuMont asked FCC to "institute an inquiry on its own motion," with the following procedures included:

1. The immediate issuance of an announcement expressing the Commission's disapproval of monopolistic and unfair practices in violation of the intendments of the Federal Communications Act, the Report on Chain Broadcasting, and the rules of the Commission.

2. To investigate all agreements, written, oral or implied, limiting freedom in contracting television licensees, whether implemented by written agreements, financial inducements, threat of loss of television or other broadcast opportunities, or otherwise directly or indirectly.

3. To inquire as to restrictive agreements for the supply or use of television broadcasting equipment conditioned upon the availability of television broadcast programs, talent or literary rights.

4. To determine whether extraordinary control of facilities, advertising outlets, long-term contracts for top talent, or other devices are being employed in unfair competition under the present temporary circumstances restricting the number of television stations.

5. To determine the participation of NBC and its parent company, RCA, including its licensed television or standard broadcasting stations, in practices in violation of, or designed to procure or compel violations by others of the Commissin's rules and regulations, or contrary to the public interest and the spirit and intent of the Commission's network regulations and its Report on Chain Broadcasting.

The complaint carried a copy of a telegram from Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, outlining plans for the Saturday night show and asking for acceptance. Specific programming, the telegram said, will be disclosed in mid-January.

". . . we are convinced that this is the best immediate solution to gaining new gross income for you and ourselves by attracting advertisers who cannot afford program advertising," the telegram said. "The value of this advertising

(Continued on Telecasting 13)

for profitable selling— INVESTIGATE

WGAL
WGAL-TV
LANCASTER PENNA.

WKBO
HARRISBURG PENNA.

WORK
YORK PENNA.

WRAW
READING PENNA.

WEST
EASTON PENNA.

WDEL
WDEL-TV
WILMINGTON DEL.

Clair R. McCollough, Gen. Mgr.

Represented by

ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Telestatus

Starch Reports on Commercial Impact

(Report 93)

ARTHUR GODFREY'S Lipton Tea commercial topped all others, with a 23 point spread between viewers and non-viewers of the commercial, according to an analysis of the Starch TV reports released last week.

Other leaders, according to the analysis by Daniel Starch & Staff, New York, include Molly Goldberg's Sanka commercial with 16 points, Ivory Soap and International Silver with 15 points.

The point spread is the number of percentage points difference between viewers and non-viewers of a commercial who originally selected the brand advertised when offered a choice from among several products.

On the "liking" score, Mr. Godfrey's Lipton commercial moved into first place ahead of *Texaco Star Theatre's* Sid Stone Hawker commercial. The latter, the report revealed, while very high, has been dropping steadily in listener popularity each month.

In a report by the television section of Advertest Research, Bulova was revealed to have achieved the highest impact rating of any TV spot in the New York area for November. The Bulova rating was 418.25.

Following it were Lucky Strike, 373.50; Hi-V, 307; Chevrolet, 302.75, and Philip Morris, 294.25, according to Advertest.

Ratings are based on a perfect score of 2,800 points as maximum impact for the week and are a weighted compilation of the number of respondents who view and can describe a spot. The sample included 1,200 persons interviewed during the week of Nov. 5-11.

In the Los Angeles area Tele-Que has released another type survey on TV commercials. The research firm reported that during December the five top commercials "liked in order of their preference" were Log Cabin Bread, Texaco, Lucky Strike, Old Gold and Sunsweet Prunes.

* * *

Video News Programs Covered in Survey

NEWS PROGRAMS are viewed regularly by 73.5% of TV set owners, with three of the top four news shows cited aired between 7 and 8 p.m., according to Advertest Research.

When respondents to the Advertest survey were asked whether they would rather watch a newscaster read the news on television or hear the program on the radio, almost six times as many people said they would rather watch the television newscaster. Although a preference was shown for the greater number of stories carried on radio newscasts, respondents said they preferred the types of stories covered on television.

Radio news programs still are listened to regularly in 63.6% of the television homes in the New York area, however, Advertest found. Of the top 10 radio news programs still listened to, only one is presented after 7 p.m. and this one is at 11 p.m., according to the survey. Over 17% listen to this late program after turning off their television set.

Daily newspapers were named by over 50% of those interviewed as their principal source of news, Advertest reports. Television was named second and radio third.

For those who feel television is having a detrimental effect on education, Advertest points out that children take a major interest in video news programs. The report states that in almost 26% of the TV homes contacted, children, under 14, were regular viewers of news telecasts.

The report covered 525 homes in the New York television reception area and was made in December.

Weekly Television Summary

Based on Jan. 9, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Cir. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline.		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,225	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	4,232	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	14,125	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	955,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	12,351	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	2,505	Station
San Diego	KFMB-TV	20,100	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	WKTV	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Comm.
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 93; Sets in Use 3,565,994

* Lancaster and contiguous areas; ** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Set Failure Causes Studied by Lance

NINETY-FIVE percent of t television sets that fail do so wit in the first three months of inst ation, according to Lance Tele sion Labs, Bronx, N. Y. Lance h released preliminary studies of survey it is making on serv calls, their causes and cures.

The service outfit handles so 1,200 calls weekly. Of its first complaints serviced Dec. 9, Lar disclosed, 12 sets had been stalled in December; 10 in Nove ber; nine in October; one in S tember; two in August; three July, etc. Four sets had been stalled in late 1948.

Eight of the complaints on p reception were due to ignorance operation by new owners, and f of the other sets needed new sm tubes. Replacement of a pictu tube is necessary in only 20 out every 1,000 complaints, the fi disclosed, and cause of most tr bles is dampness caused by mo ture penetrating circuit insulati necessitating replacement of circuit. On one call, fingerpri were the cause of blurry recepti

Next most numerous troub are in channel selectors, the sur revealed, or among small recti ing or oscillator tubes. Loss value in such tubes throws rec tion off completely, although fau tubes may be transferred from video set to a radio set and perfo well "perhaps for years," the co pany said.

Most calls are received just pr to a major sports event. Ov heating and a sizzling sou Lance pointed out, are trou signals.

Survey completion is expec in March. Special reports of survey, and reports at quarte intervals thereafter contain brand-name information, will available to TV set manufactur in regard to their own produ only.

* * *

KNBH (TV) Rates To Increase

WITH SOME 302,635 TV set ow ers in the Los Angeles ar KNBH (TV) Hollywood hou rates for Class A time will be creased from $500 to $750, effect Feb. 1. Station breaks and nouncements in that same cl will be increased to $125 from $1

Increases were announced Harold J. Bock, television mana of NBC Western Network, w stated that Class B and C ra will be adjusted accordingly.

He advised that orders accep

(Continued on Telecasting 10)

WMAR

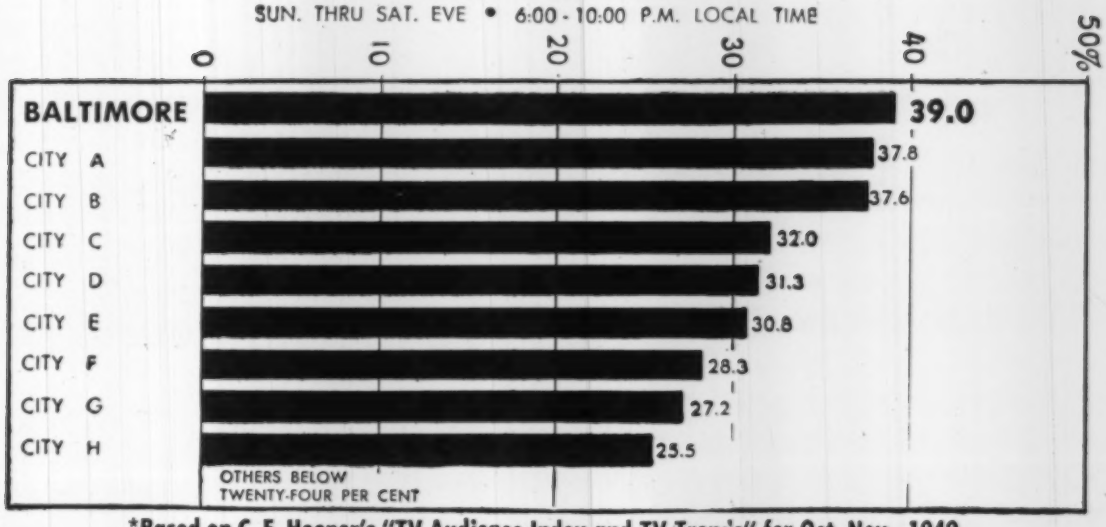
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

FOR THE 3RD TIME

BALTIMORE Leads the Nation*

TV SHARE OF TOTAL BROADCAST AUDIENCE
OCTOBER–NOVEMBER, 1949
SUN. THRU SAT. EVE • 6:00 - 10:00 P.M. LOCAL TIME



*Based on C. E. Hooper's "TV Audience Index and TV Trends" for Oct.-Nov., 1949

WMAR-TV LEADS in BALTIMORE*

WMAR-TV's share of 6-10:30 P.M. TV audience 43.1%*

IN MARYLAND MOST PEOPLE WATCH

CHANNEL–2 **WMAR-TV** BALTIMORE

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

COLOR TESTS

Fourth System Seeks Hearing

SPONSORS of the three principal systems competing in FCC's color television hearings accelerated their test operations last week, while the proponent of a fourth system sought admittance to the proceedings.

RCA, developer of one of the rival systems, disclosed simultaneously that its work on single-tube color has reached a point where it may be demonstrated to FCC within 90 days.

"We are encouraged by our progress and we believe that the demonstration will provide helpful information to the Commission," E. W. Engstrom, vice president in charge of research, RCA Labs Division, said in a progress report to the FCC.

He said the demonstration "will indicate the status of the advances we have made on the single-tube work" since RCA's color system, employing three tubes, was demonstrated last October [TELECASTING, Oct. 17, 1949].

In the meantime, CBS commenced "public" demonstrations of its own color system, which are slated to extend throughout this month in Washington and New York and subsequently in Philadelphia. RCA began transmissions in Washington last Tuesday for observations on automatic color phasing; established a receiver laboratory for test and development work in Silver Spring, Md., just outside of Washington, and planned regular color transmissions for a month starting Jan. 16. Color Television Inc., sponsor of the third color system, said it was starting regular transmissions last week in San Francisco, its "home."

Bid for recognition of a fourth color method came from Theodore A. Wetzel, of Milwaukee, who said his system was completely compatible with existing black-and-white standards and that existing sets and camera equipment could be converted at "very low cost."

Mr. Wetzel said that, in his color system, "standard tubes used for black-and-white television systems are employed"; "use of mirrors or reflecting surfaces need not be employed"; "no motion of the color filters is required, yet complete color coverage is achieved"; "only slight modification of existing camera equipment is required, and that at very low cost"; "no change whatsoever is required of the television transmitter station equipment."

System Possibilities

He told FCC that "the invention may be applied to effect a field color sequence color television, line color sequence television, or dot color sequence television, depending on initial choice." Further, he said, "receivers may be constructed to selectively receive from any one of different transmitters, each employing different styles of color sequence television transmission."

CBS, opening a month of intensive testing in Washington and New York, planned to demonstrate "every phase of television programming." In Washington, CBS color sets were installed in the homes of six of the seven FCC Commissioners, Comr. Frieda B. Hennock declining the offer. By this week the network hoped to have color receivers set up in one or more public places in Washington, to get public reaction. In all, CBS told the Commission, the network would have some 39 receivers available at the outset.

Among last week's CBS color shows was a pickup of Golden Gloves Boxing matches at Turner's Arena in Washington last Thursday night.

In Washington, CBS is using the WOIC(TV) transmitter and the studio facilities of WTOP. In New York, the colorcasts are on WCBS-TV and WOR-TV, while in Philadelphia the facilities of WCAU-TV will be used.

RCA's test plans were outlined in a voluminous report which included a series of technical studies and papers and co- and adjacent-channel interference of monochrome and color signals; UHF television, and color operations.

Dr. Engstrom reported on work at RCA's experimental UHF television station at Bridgeport, Conn. (see story TELECASTING 12).

From Sept. 18 until Dec. 30, 1949, Dr. Engstrom reported, the RCA color system had a total of 409 hours of test operation on the air in Washington—305 hours on RCA-NBC's WNBW (TV), and 104 hours on the experimental KG2XCL, operating on 523-529 mc.

RCA is constructing a group of 20 direct-view 10-inch color receivers, the first to be ready during the week of Jan. 16 for delivery to FCC's Laurel laboratories. A second is to be available the following week for delivery to the Condon Committee, which is investigating color prospects for the Senate Interstate and Foreign Commerce Committee. Beginning the week of Jan. 30, Dr. Engstrom said additional sets should become available at the rate of two a week. Others will be built later.

Color Television Inc.'s report, submitted by President Arthur S. Matthews, said regular transmissions employing its color technique would be started during last week and continue until "such time as it becomes necessary" to move the equipment to Washington, where an official demonstration is slated Feb. 20.

He said CTI now has a 20-man staff, in addition to consultants, and that its transmitter equipment was "substantially complete" and seven color receivers were "in the process of completion."

He pointed out that CTI is experiencing difficulty in getting sufficient tri-color tubes. DuMont Labs, he said, has furnished a few; their workmanship is good, he reported, but difficulties are encountered due to large spot size, which affects definition and resolution.

Telestatus

(Continued from Telecasting 8)

prior to that date will be protected for six months from the effective date of the rate changes, provided there is no lapse in schedule.

* * *

New Rate Protection Policy for WICU (TV)

A NEW policy of rate protection for advertisers has been announced by WICU (TV) Erie, Pa. Effective Jan. 1, the station now is giving six months' protection from the date an increase goes into effect. According to Roger S. Underhill, station manager, the station formerly gave protection for six months from the date of the first telecast.

* * *

Top Pulse Programs In Six Cities Announced

FIRST PLACE honors for December in each of the six cities in which The Pulse Inc., New York, conducts TV audience research, went to the following shows:

	Program Average Rating Dec.	Nov.
New York—Texaco Star Theatre	76.3	72.4
Chicago—Godfrey & Friends	46.2	44.3
Philadelphia—Texaco Star Theatre	58.3	59.7
Washington—Texaco Star Theatre	50.9	47.8
Cincinnati—Texaco Star Theatre	44.3	51.0
Los Angeles—Texaco Star Theatre	31.0	32.4

* * *

Nielsen Reports For New York

TOP program in the Nielsen TV rating for the New York area was *Texaco Star Theatre*, according to the cross-section survey conducted by the firm in the four-week period ending Dec. 10. Follow-up was *Toast of the Town*, A. C. Nielsen Co. reported. Complete box score:

Rank	Program	(Number of Telecasts)	Nielsen-TV Rating Homes %	Homes (000)	% of TV Homes Using (At Telecast Time) TV %	Radio %
1.	Texaco Star Theatre	(4)	80.0	712	85.1	5.0
2.	Talent Scouts	(4)	59.1	526	78.1	8.7
3.	Toast of Town	(4)	56.5	503	79.0	8.9
4.	Lights Out	(4)	49.7	442	82.7	5.7
5.	The Goldbergs	(4)	48.5	432	81.1	5.4
6.	Studio One	(4)	45.0	401	69.0	5.5
7.	Suspense	(4)	44.3	394	78.3	3.3
8.	Philco TV Playhouse	(4)	43.9	391	75.9	6.2
9.	Godfrey & Friends	(4)	41.7	371	69.2	5.3
10.	Ford Theatre	(2)	38.3	341	70.7	6.8

AIR CREDITS

Hagedorn Claims Agency Right in Xmas Show

SCREEN credit on television shows should be given to the agency when it deserves it, Horace Hagedorn, vice president of Kieswetter, Wetterau & Baker Inc., New York, told BROADCASTING last week.

He revealed that the agency at the suggestion of its client, Abraham & Straus, Brooklyn department store, asked for credit on its two-hour long Christmas show but was turned down by WNBT (TV) New York, carrying the program. However, Mr. Hagedorn stated that the agency plans to ask for screen credit next year on the same program and on any other TV show for other clients during the year, "whenever it deserves it."

Mr. Hagedorn

A WNBT spokesman told BROADCASTING that one of the reasons for rejecting the idea of a screen credit for the agency was that the show was produced by WNBT.

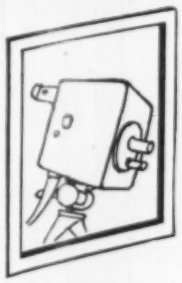
Mr. Hagedorn emphasized that the agency or any other agency for that matter deserves a credit when it has taken an active hand in production and overall activity on the show.

Cites Christmas Show

As for the recent Christmas show for Abraham & Straus, he said that the agency conceived the show for the department store at a cost of $20,000. He explained that the agency's recommended policy for the department store was to use television for holiday shows instead of parades. For example, he pointed out that the annual Macy parade on Thanksgiving Day cost approximately $150,000 with a potential audience of two and a half million "while a two-hour long television show done with real warmth costing one tenth of that amount within a two or three year period would also attract a potential audience of two and a half million."

"We plan to produce the two-hour long television show for Abraham & Straus as a traditional event every year," Mr. Hagedorn said. "We also plan to ask for agency credit," he concluded.

XUM



Reel Takes

HARRY WAYNE McMAHAN

IT takes a lot of courage and fortitude to succeed in the fast-moving television industry and these traits are the heritage of Harry Wayne McMahan. As a country doctor, his father had the courage to accept the post of local medico in a Texas border town where his predecessor had been killed.

Today, the hardy McMahan offspring heads Five Star Productions in Hollywood, producer of theatrical and television films.

Mr. McMAHAN

The firm's clients include Coca-Cola, Dr. Pepper, Ford, Halliburton Luggage, Log Cabin Bread, May Co., Powerhouse Candy, Philco Dealers, Sunkist, Whitman's Sampler (candy), among others. All told, it is estimated that Five Star currently possesses about 40% of the regional TV film spot clients buying time on Los Angeles stations.

Reporter, editor, agency man, radio producer-writer, publicist and film writer-producer, Harry has led a full life since April 25, 1909, when he was born in Earl Park, Ind. At the age of four he moved to Chicago with his family and a year later the McMahans headed for South Texas, where the elder McMahan hung out his shingle in Mineral, Tex. In 1924 the family moved again—this time to Beeville, also in the big state.

Formal schooling and work were intermingled through most of Harry's career with the result that at 16 he already had progressed from the backshop through reporting to city editor of the *Beeville Picayune*. At 17 he left newspapering to head publicity and advertising for a nine theatre circuit. By 1929 he was called to Dallas to serve as publicity-advertising manager of one of the Publix Circuit theatres there.

* * *

Forsaking publicity and advertising in 1930, Harry next undertook a split shift between the *Dallas News* and *Journal* and more formal study at Southern Methodist U. On the papers he served variously as amusement editor of the now defunct *Journal*, assistant amusement editor of the *News*, *Journal* sports desk, features and news.

At school, Harry not only responded to his teachers but one of them, Edith Clark responded to him. They were married June 24, 1933.

Meanwhile, Harry forsook "Big D" (known to non-Texans as Dallas) in 1931 to resume advertising and publicity for the Texas Theatre in San Antonio. Returning to "Big D" in the spring of 1933, he became radio director of Roy Cowan Inc., a local agency. In 1934 he joined Tracy-Locke-Dawson, Dallas, as radio director. While with the agency, he evolved a radio format for Dr. Pepper known as the *Pepper Uppers* and the half-hour variety show had a special Dixie network extending through 24 states.

In 1938 Harry took to freelance writing and began to sell some material to the movies. A year later he moved to Hollywood and started producing theatre film spots beginning with Dr. Pepper as a client. His first firm was known as U. S. Motion Pictures which evolved into Five Star Productions in 1946. All told Harry has turned out more than 1,250 theatre and television film spots.

Essentially a writer, Harry has nevertheless learned production, editing, cutting and the other facets of film production during his 10 years in the film field. He has built seven TV film shows on an experimental basis but does not feel the economic time for production has yet arrived. Meanwhile, the production of film spots keeps his firm rolling.

DuMont Meet

THE first convention of DuMont television receiver distributors will meet this Wednesday (Jan. 11) at Chicago's Drake Hotel. Ernest A. Marx, general manager, Receiver Sales Division, Allen B. DuMont Labs, Inc.; DuMont's national sales manager, Walter L. Stickel, and Advertising Manager Henry R. Geyelin will discuss with the group, in a one-day, two-session program, DuMont's 1950 sales, service, promotion, advertising and merchandising policies. The program was worked out by Joseph H. Moss, Midwestern regional sales manager.

BOXING SLUMP

Miller Mauls TV as Cause

TELEVISION is to blame for sagging boxing attendance, Heinie Miller, executive secretary, National Boxing Assn., flatly asserted last week. He charged that the telecasting of bouts is eating away gate receipts on a national basis in those cities where boxing is regular TV fare.

Mr. Miller came to his conclusion after digesting new quarterly ratings of boxers in all divisions which have been issued by the association. He said: "In past years it has been customary for the association to issue a forecast on boxing's prospects for the new year. That is well nigh impossible this year because a great proportion of today's boxing fans take their ring fare via television."

He emphasized there was no letup in interest in those cities where telecasting of bouts either has not been permitted or has not been developed. "In such boxing centers as San Francisco, Spokane, Montreal, Quebec and other cities where there is no television, boxing's gate receipts have hit an all-time high," Mr. Miller said.

"TV Parade of Progress' in Atlanta, Ga., sponsored by *Atlanta Constitution* and WCON that city, featured models of latest TV sets and shows by WCON radio talent. WCON-TV is scheduled to take the air early this year.

Five Star Business

PROSPECTS for '50 augured well for Five Star Productions, Hollywood TV film firm, according to its president, Harry W. MacMahan, who announced that the closing two weeks of '49 resulted in the signing of almost $50,000 in new business. During this same two week period, almost 90 spots made for regional and local Los Angeles clients were shown one or more times over Los Angeles TV stations. This, he noted, represented 43% of the total film spots of local and regional advertisers, shown by the seven L. A. stations.

BARS BASKETBALL TV

U. of Wash. Vetoes Telecasts

ALTHOUGH the opening basketball games of the U. of Washington were telecast on KING-TV Seattle, the university has decided against permitting Conference games to go on video this season, it was announced Tuesday (Jan. 3) by Harvey Cassill, U. of W. director of athletics.

Burt Rose, manager of the University's athletic news service, claimed that the decision had been reached because "television has an adverse effect on the crowd at the games."

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UHF VIDEO

NBC Opens Test Station

NBC LAST WEDNESDAY began experimental operation of its new ultra-high frequency television station near Bridgeport, Conn., designed to test the effectiveness of UHF video operation and the practicability of "satellite" TV station service.

With the experimental call, KC2XAK, the station will retelecast, in the 529-535 mc video band, programs of WNBT (TV) New York, key NBC TV station, for reception by special receivers and by regular sets equipped with converters, located in the area within 25 miles of the station.

KC2XAK is housed in a Cape Cod cottage at Stratford, Conn., on Success Hill, one of the five hills overlooking Bridgeport. Station was licensed by the FCC May 4, 1949. The building was completed Nov. 15. The tower, a four-cornered, self-supporting structure 210 feet high, was built the next week and the antenna, projecting 40 feet above the tower, was installed Dec. 21. Designed to have a gain of 20 to 1, the transmitting antenna is expected to increase the transmitter's 1 kw output to 15 to 20 kw of effective radiated power.

The experimental transmitting equipment was built by the Engineering Products Dept. of RCA-Victor Div. of RCA, under the direction of V. E. Trouant. After a testing period until Jan. 15, while TV engineers are adjusting the transmitter and antenna, NBC will install the special UHF receivers, designed by the Home Instrument Dept. of RCA-Victor under the direction of D. D. Cole.

Hanson, Guy Direct

In announcing the project, Joseph H. McConnell, NBC president, said it is being conducted under the supervision of O. B. Hanson, NBC vice president and chief engineer, with Raymond F. Guy, NBC radio and allocations engineer, in charge of the detailed work.

The tests will continue for between six and twelve months, including observations at homes throughout the Bridgeport area at distances and under conditions which will determine the extent of such a station's service. Various types of receiving antennas will be tested, shadow areas and multipath problems investigated, field intensity measurements made and tropospheric transmission observed, using mobile as well as the fixed receivers.

Terming the proposed experiment a major step toward the solution of the broadcasting and receiving problems of UHF telecasting, Mr. McConnell said: "We are confident that the operation of this UHF station will demonstrate the feasibility of broadcasting in the upper reaches of the spectrum. The experiments are being conducted by NBC to unravel the complex problems confronting the industry in the present space log-jam for television channels. If the experiment is successful it will show the way to opening up vast new areas for hundreds of additional television outlets in this country."

Larson Succeeds Coe

(Continued from Telecasting 3)

sion station in New York City, WPIX has unquestionably had more problems to overcome than any individual station in the country. I am very proud of the WPIX record and particularly of the station staff which made this record possible. My decision to leave has been a difficult one, but I believe my own interest will thus be best served. I am considering several opportunities, but I am giving top priority to a vacation. The war, plus getting two television stations under way, has precluded any such experience for the past ten years."

Commenting on his new position, Mr. Larson said:

"I am looking forward to my assignment at WPIX with great interest. In a city which develops television programs for national distribution there is a great possibility for WPIX to do a splendid job on a local basis.

"Programs with a strong local appeal will be developed and we will keep in mind that WPIX shares with the *News* a direct and continuing interest in New York. It becomes increasingly apparent in television that the good local show should not be overlooked because it offers both viewer and advertiser an opportunity to get together on the most intimate basis, that of immediate and mutual interest in their home community."

DR. DuMONT

Sees Continued Growth Through 1950

DuMONT's forward march can be expected to maintain its momentum through 1950 in both the telecasting and manufacturing fields, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., said Wednesday.

In a year end statement, Dr. DuMont paid particular attention to the marked increases in the dollar volume of sales in the DuMont organization and predicted these gains would continue. "The final figures are still to be tallied," he said, "but we anticipate that sales will reach the 45 million mark, almost double the 1948 figure. During 1950 we expect sales to reach the 70 million figure for the entire company," he said.

Dr. DuMont

Looking back to the "extensive" progress made by DuMont Television Network in 1949, Dr. DuMont cited the affiliation of 51 stations in the network at the year's end. These stations, he said, carry programs "live" or by the firm's Teletranscription service.

"Television's march of progress during 1949 leaves no doubt that the medium has taken its place among the leading industries in the country. Figures prove it to be one of the fastest growing," he continued.

The new year, Dr. DuMont forecast, will see a decided increase in industrial applications of television. "It will also mark a trend to two television homes, with extra sets being used in children's rooms, maid's rooms and rumpus rooms. The year should also see a vast improvement in programming, as budgets increase in line with the added circulation. The trend to large direct view screens should also continue," he added.

Dr. DuMont voiced the same opinion given recently by Commdr. Mortimer W. Loewi, director of the network, that a great deal of future expansion in television depends on FCC's action in lifting the freeze on licenses [TELECASTING, Dec. 26, 1949]. "If the FCC ban is lifted soon enough, there could be 100 new stations by the end of the year, with an increase in the number of sets to at least 10 million," Dr. Dumont said.

Reviewing the progress of DuMont's manufacturing facilities, Dr. DuMont pointed to the equipping and opening of two new manufacturing plants, the East Paterson, N. J., plant, for television assembly, and the new cathode-ray tube plant in Allwood, N. J.

Predicts 25% Increase

DuMont, he said, is looking forward to a 25% increase in dollar volume in the sale of new electronic instruments developed by the firm's Instrument Division. The Transmitter Division, however, he observed, has been handicapped by the "freeze" but is now busy handling industrial applications of transmitting equipment and planning other improvements in equipment. Further expansion is expected in the Electronic Parts Division, which since its formation in 1948 has doubled its number of employes.

Increased production schedules for both the Cathode-Ray and Television Receiver Divisions are already in operation, Dr. DuMont said. "Despite the fact," Dr. DuMont concluded, "that the growth of the DuMont organization has been unusually rapid, we feel that we are moving carefully in order to avoid a rate of growth that might endanger either our financial position or the quality of our products."

Open Ike

Johns Hopkins' Policy

EDITOR, TELECASTING:

I have just read with interest your editorial "The Gate or Gate Receipts?," in which you state that many colleges regard television as a threat.

We at Johns Hopkins are among those who regard TV as a tremendous potential for the advancement of general education in the United States—both scholastically and "athletically."

. . . Johns Hopkins has a *unique* athletic policy—no gate receipts, no student athletic fee. Our athletics are supported totally by the annual budget of the university. When we play games at other colleges we take no part of their gate receipts. When they play on our campus there are no receipts because anyone who wishes can attend, free of charge, any game of the 12 intercollegiate sports played by Hopkins.

Both radio and television stations broadcast our home games. We lost our last home-game but it was broadcast by two radio stations and WMAR-TV. Radio and television stations were set up in our stadium, with the help of our grounds men, at no cost to them—nor do they pay us anything for the privilege.

We feel that this helps in spreading interest in sports for sports sake.

Furthermore, we consider television as an added medium through which we can carry on our general education program—a duty which we as a privately endowed institution owe to the public.

Also, last year, we offered a national contest for the selection of an original television play—in the hope of stimulating young writers to think and write for this new medium in a creative manner. After entries from all over the country were carefully considered, the prize was awarded to Guy de Vry for his play "The Man Who Ordered Apple Pie." Negotiations at this point indicate that the play will be given network production this winter.

This is our attitude toward television—we welcome it as an important adjunct to our amateur athletic program, and I don't use the term generically.

I read BROADCASTING each week and find it stimulating and worthwhile. My congratulations to you on your excellent work.

Lynn Poole
Director of Public Relations
Johns Hopkins U.
Baltimore

XUM

RMA GROUP PLAN

FCC Declines Participation

A HANDS-OFF POLICY was adopted by FCC last week with respect to Radio Mfrs. Assn.'s proposal to form a new, industry-wide "National Television Systems Committee" to work on color TV standards [TELECASTING, Nov. 21, Dec. 19, 1949].

Unlike the Commission of 1940, which shared in the formation of the original NTSC and accepted most of its recommendations for black-and-white standards, today's FCC "feels that it should not take any position on the question." If one is formed, however, FCC said it will "welcome" its participation in the color TV hearing.

The RMA Television Committee meanwhile scheduled a meeting for Jan. 17 at the Hotel Roosevelt in New York to map its future course. The committee is under the chairmanship of Max F. Balcom of Sylvania Electric Products, a former RMA president.

FCC disclosed its position in a letter from Chairman Wayne Coy to Dr. W. R. G. Baker of General Electric Co., who has been named by RMA to head a new NTSC and who conferred with the Commissioners individually on that point a few weeks ago.

Mr. Coy's letter, released Tuesday:

This is with reference to our recent conversation in my office concerning your suggestion that a national color television systems committee be established under the auspices of the Radio Mfrs. Assn. for the purpose of arriving at standards for color television that might be generally acceptable to the Commission and to the industry.

As I indicated at our meeting, I have asked the other members of the Commission if they felt it should arrange a meeting at which you might appear before the Commission and present your ideas on this subject. In connection with the discussion which followed my request, it became quite clear that the Commission does not believe that the formation of a national television systems committee should be dependent upon the Commission's approval.

As a matter of fact the Commission feels that it should not take any position on the question of the proposed committee, but that the matter should be entirely in the hands of the industry inasmuch as the committee, as proposed, is designed to serve the industry and to aid the industry in organizing itself for the presentation of all available material to the Commission in connection with the current television proceedings. The Commission's position is dictated by its desire to avoid any implication that a national television systems committee, such as you propose, is to be regarded as an advisory committee named by the Commission.

In the event that such a committee should be formed, and it is prepared to present testimony at the forthcoming television hearing on behalf of the interests it represents, the Commission will welcome its participation in that hearing.

Under RMA's proposal, the committee would not be limited to RMA members, but would include representatives of the Institute of Radio Engineers, networks, engineering schools, and others. The committee not only would work on color standards but also would collect and present data with respect to UHF allocations and the lifting of the VHF freeze.

Proposal that such a group be formed was advanced by RMA witnesses early in FCC's color proceedings last fall. The hearing currently is in recess but resumes Feb. 20.

DuMont Raps

(Continued from Telecasting 7)

proposal compared with the same dollars spent in magazines and other media convince us that this project will be welcomed by advertisers and agencies. Your acceptance of this order will give you a part in an experiment which can make 1950 a profitable year for television if it succeeds and its natural implications are crystallized . . ."

DuMont Network Director Mortimer W. Loewi replied that, with stations limited and cable facilities "inadequate," the NBC offer to pay full half-hour rate for five straight half-hours, "regardless of whether or not any segment has been sold, constitutes in our opinion, an attempt to monopolize the existing facilities for television broadcasting and is a manifest attempt to freeze out any competitor having legitimate business."

DuMont Policy

He said it has not been and is not now DuMont's policy to "permit any competitor to take unfair and unlawful advantage of its financial position. It is our intention to take full advantage of all facilities at our command, governmental and otherwise, to see to it that this attempt on the part of the NBC to secure a monopolistic position in the television broadcasting field on Saturday nights is thwarted before it starts."

DuMont's complaint was filed by W. A. Roberts of the Washington law firm of Roberts & McInnis.

GOOD OR BAD?

Cousins, Capp Debate TV

AL CAPP, comic-strip artist creator of "Lil Abner" and, in the past, outspoken critic of radio, took up the cudgels in defense of television last Tuesday night on the ABC *Town Hall Meeting of the Air* program.

Mr. Capp, in a discussion of "Television 1950—is it Good or Bad?", took to task Norman Cousins, editor of *The Saturady Review of Literature*, for his "vague generalities, his overall damning" of the medium.

Mr. Cousins, who referred to television as the potential victim of "a case of impending murder," decried video's practice of "talking down" to its viewers.

"You know the theory," Mr. Cousins said. "It's the idea that the average American has the mentality of a 12-year-old child, and you've got to spoon-feed him with entertainment that makes no demands on his supposedly limited intellectual equipment."

Decries Theory

Labelling the theory as "idiot's fable" and a "billion-dollar blunder," he charged it had already come close to putting the skids under Hollywood, had devitalized and disfigured much of radio, and wrecked some of the largest pulp magazines in America.

He warned that television was repeating the blunder and that he feared the same results.

Mr. Cousins charged video with compounding a mobilized attack on intelligence and a massed invasion against good taste. "There are millions of dollars for perfecting television mechanically," he declared, "but only pennies, comparatively, for programs. Expensive research and equipment will make color on television possible within a year or two, but a Grade C program in technicolor is still a Grade C program," he went on. "What television needs right now . . . is better programming, more respect for the intelligence of the average American, more imagination, more originality, more of the pioneering spirit that was behind much of TV only two years ago," Mr. Cousins emphasized.

Pointing out that TV doesn't lack for people qualified to make television an "art of its own and not the visual extension of radio" he called for front-office backing of such people. He urged that viewers write to such programs as *Kukla, Fran & Ollie, The Nature of Things, You Are an Artist*—which he singled out as exemplifying the promise of television—and tell them of their approval.

Stressing that he was not arguing for highbrowism or a video extension of the classroom, but for entertainment, Mr. Cousins concluded that he expected the medium to live up to its billings as the supreme triumph of invention, "not an endless procession of murder gang wars, terror and horror acts, sub-standard variety shows and wrestling matches."

Capp's Rebuttal

As the debate's champion of television, Mr. Capp countered that Mr. Cousin's "beef" was substandard and mediocre. "I've done research," he said. "I've gone into this thing fully. It took me three seconds. I clipped out tonight's television programs. It proves that anyone who takes the trouble to get up off his canvas backed chair and turn a knob can get from television tonight and any night, the most fabulous, imaginative, varied entertainment, delight and culture ever offered by man to man."

Mr. Capp then outlined Tuesday night's program schedule, which encompassed three kiddies shows for "good little kids who have finished reading Lil Abner," a scientific film, news, comedy and "the most beloved funny-man of our time, Milton Berle—and with him, the opera star, Patrice Munsel"—debates, music, drama and sports. "What do you want, Mr. Cousins?" he asked, "an egg in your beer?"

"The record shows us," Mr. Capp concluded, "that television will give you whatever you want. If you want delight, and entertainment and information, television will give it to you. If you just want to gripe about it, you can, by carefully manipulating your dials so that you bypass all the wonderful gifts of television—you find murder and horror and ugliness."

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Telefile

(Continued from Telecasting 5)

an SRO throng. Entries totaled 6,944.

Another one-time offer brought 8,447 requests for a trio of pamphlets given by the National Livestock and Meat Board in a 15-minute meat cooking and cutting demonstration in a 90-minute telecast of the International Livestock Show Nov. 29. Booklets on meat carving, pork and meat recipes were given free to anyone writing in. The demonstration, which had no advance promotion, was planned by Paul Visser of NBC Chicago's agricultural staff. Allis-Chalmers Manufacturing Co. was the sponsor.

Clinton Youle, *The Weatherman*, gives daily reports on current and projected weather conditions in an informal manner. Although he'd had no previous air work, he was drafted from Bill Ray's news staff when it was found he had meteorology training in service. His wife, Jeanne, a non-professional, gives down-to-kitchen commercials for Ceresota Flour. The sponsor, Standard Milling, from Oct. 17 through 31 (11 shows) offered a starfish scatter pin to viewers sending in 50 cents and a proof-of-purchase label. Twelve days after the offer, 2,181 persons had mailed their money to a specific post office box number.

* * *

SIMILAR response was recorded after another one-timer on the first sponsored telecast of *Walt's Workshop*. Walt Durbahn, a high school vocational instructor, demonstrates how to make simple household gadgets from wood. Edward Hines Lumber Co. offered free to anyone writing in a set of simple plans on a bird feeder, an item with a very limited appeal. In five days the station received 651 requests. Client's cost per inquiry was 84 cents, Promotion Director Smith said.

Because of advance planning and teamwork, WNBQ shows are put on the air more effortlessly than would normally be expected. The Garroway show, for example, considered by the trade a complicated production, is the result of one three-hour story conference. Produced by Mr. Mills and written by Charles Andrews of Needham, Louis & Brorby, Chicago, the show was custom-made for Dave Garroway. An AM and TV local and network star now, he returned to his staff announcing job at the division after the war and couldn't get a sponsor. "He couldn't be sold because he doesn't have a phony sell. It's as simple as that," says Mr. Mills.

A batch of new video stars have come into their own as a result of appearances on the Garroway show. Among them are Singers Jack Haskell, Connie Russell and Bette Chapel, Comedian Cliff Norton and Dancers Margaret Gibson and Charles Tate.

Meticulous production plans require that everyone be a quarterback—from producers to cameramen and electricians. With this stress on behind-the-camera techniques and personnel, camera operators are called in on conferences with set designers, choreographers and directors. Each director is hired specifically for the category in which he has had the most experience—music, drama, special events, variety. A specialist director can therefore cue dancers from a ballet score.

Ted Mills, working directly under Jules Herbuveaux and yet on his own, coordinates operations, production and facilities. George Heinemann, operations manager, is responsible for films, spots, station breaks and everything that gets a show on or off the air. Norman Felton heads production, handling all shows. He works with Producers Don Meier, Bill Hobin and Reinald Werrenrath Jr., who also heads the field crew. Tom Horan, facilities manager, is in charge of art, design, construction, stage hands, props and studios.

Complete authority for hiring rests on the program manager. Of about 100 applicants per week, 20 are selected to come in for personal interviews. No final hiring takes place until Mr. Mills and his five-man production panel screen each interviewee. Ninety-two persons are employed by WNBQ, and 166 others at the division work jointly on AM and TV. In television, there are 34 in engineering; 10, transmitter; 5, executive and business offices; 2, program administration; 13, program production and direction; 5, program preparation (operations); 18, production facilities; 3, network sales, and 1, local sales.

AM and TV staff members include 14 in general offices; 3, executive; 4, continuity acceptance; 5, local sales; 10, national spot sales; 9, promotion and advertising; 7, mail room; 18, night manager and guest relations office; 2, station relations; 4, press; 5, public service; 4, telephone; 6, traffic; 15, announcers; 7, sound effects; 7, communications; 7, music library; 3, program; 15, service; 5, studio setup; 8, news and special events, and, 8, central steno.

* * *

STUDIO facilities, which the division is quickly outgrowing, are elaborate yet compact. The most complete unit probably is that used by Burr Tillstrom and his *Kukla, Fran & Ollie* gang. Built at an estimated cost of $100,000, the section includes a 38-by-14-foot studio designed especially for the puppet show. Equipped with ultra-modern lighting and production facilities, it has shelves for props and wardrobe files for puppets' costumes. The Kuklapolitan Players also have a suite of three offices, a kitchen, reception room and dressing rooms for Mr. Tillstrom and Fran Allison.

The Mart TV plant consists of five studio systems in all—three for live shows, a film studio and a sync studio, used to feed synchronizing signals when no picture is being transmitted during station break time. Howard Luttgens, Central Division chief engineer, is a 30-year-old radio veteran. Working with him is Paul J. Moore, TV operation supervisor, who has been at the division since 1930.

* * *

Studio AA has three RCA studio cameras; facilities for lap dissolves, superimpositions and other special effects; preview and on-air monitors; mike booms and other audio equipment, including transcription turntables and echo chambers, and a full complement of lighting fixtures and accessories. It is 70 feet long, 46 feet wide and 25 feet high, and is used for large-set shows. Studio BB is for film and slides. Its facilities are two RCA field cameras, two RCA 35mm and two 16mm film projectors, two 35mm slide projectors, a Projectall projector, 16 and 35mm viewing projectors, a preview room, film splicing and editing equipment, and a film storage vault with a capacity of 500,000 feet.

Incoming programs are routed for relay to the network or transmitter through studio CC, where *Kukla, Fran & Ollie* originates. Facilities of DD are identical to AA, except RCA field camera chains are used. Studio DD is 15-by-30 feet wide. Master control, where all studio operations are supervised, is responsible for monitoring, with adjustment and distribution of incoming shows; distribution or routing of shows from one studio to another; monitoring and distribution of all outgoing programs, and location and replacement of equipment which fails in service. As many as five shows may be monitored and adjusted simultaneously. Six outgoing channels, each with a regular and emergency feed, can pipe shows to local transmitters and network legs.

The heart of field operations is in the Linn mobile van, a portable control room which transports three RCA field camera chains, lighting equipment and microwave relay gear. Field crew includes seven engineers in addition to the supervisor. The picture from Mart studios is transmitted over wide-band 7 mg coax circuits to the 42d floor of the Civic Opera Bldg. and sent out with a radiated power of 22.8 kw on Channel 5.

All sound and TV broadcasting studios and offices are air conditioned, and 425 tons of air conditioning machinery are needed because of the high heat load of TV lights and equipment. Although no official figures on plant and equipment investment are available, it is understood the total is well in excess of $1 million.

Despite the fact that the investment is admittedly heavy, "We are very optimistic, and the station is really rolling," reports Mr. Showerman. "Present operations and business indicate a profit operation in the not distant future."

Discussing how a TV station can make money, Mr. Showerman said the "quickest and easiest way" is to build up a volume in chain-breaks and spots. "It's harder to sell live and film shows. We are doing very well with the former, and have also sold several local originations." He cited Herbie Mintz's *But Not Forgotten* and *Cactus Jim*, a western film, as successful participation periods. He also termed sale of the Projectall "profitable." It is usually sponsored for about five hours weekly.

WNBQ expects to build additional network originations, he said, but will also concentrate heavily on local programs. "We have many plans for daytime television, none of which has been set definitely. We do feel, though, that daytime TV must be just as interesting and absorbing as radio's daytime serials. Any new programming we begin will start before 6 p.m. rather than late at night. Some of this will be along the public service line, in which we plan to remain strong." One idea for the daytime hours is origination of a shopping show for women which would emanate from a Loop department store.

"Programming, as always, is the thing in television," Mr. Showerman asserts. For this reason, "Our main rule is simple: Give TV program men their heads and let them know their budget limitations."

* * *

MR. SHOWERMAN looks for a rate increase soon, because Chicago-area coverage has grown from 52,000 sets a year ago to an estimated 325,000 sets as of Jan. 1. An NBC study shows this to be the greatest increase—525%—in any city where the network operates an O & O station. New York coverage went up 190% in a year, Hollywood, 236%. Rates will not be increased proportionately, but a fair increase from the station viewpoint would be about 50%.

The Jan. 8, 1949, Rate Card No. 1 calls for $500 per hour for Class

Te-Ve

Drawn for TELECASTING by John Zeigler

"You realize, of course, your television career is finished!"

A time (6 to 10:30 p.m.) and grades downward to $375 for Class B (5 to 6 p.m., 10:30 to 11 p.m., Monday through Friday, 1 to 6 p.m. and 10:30 to 11 p.m., Saturday and Sunday) and to $250 for Class C (all other times). These are without frequency discounts.

Live studio charges are $200 for a 31-60-minute showing, film studio, $125, and film studio in conjunction with live studio or mobile unit, $62.50. For a 5 to 30-minute show, these rates go down to $100, $62.50 and $31.25, respectively. One-minute spots and 20-second station breaks, live or film, for one time cost $100 Class A, $75 Class B and $50 Class C. New network rates went into effect Nov. 1, with the hourly price upped from $600 to $1,000. There is a six-month guarantee on both local and network rates.

Mr. Showerman, who has been with NBC 20 years and Central Division vice president since July 1947, late last month appointed John McPartlin as the station's sales manager. A member of the NBC Chicago national spot sales staff for the past six years, Mr. McPartlin is assisted by George Morris Jr., formerly of the AM local sales staff. Eugene Hoge heads up network TV sales.

In its first year, WNBQ earned four first places and one honorable mention in the annual Chicago Federated Advertising Clubs awards competition. First places went to *Walt's Workshop*, *Clifton Utley and the News*, *The Weatherman* and *R.F.D. America*, now off the air. Consecration of the Catholic bishops, a special events feature, won an honorable mention.

For its promotion of *Who Said That?* in the Crosley-Benton & Bowles Inc. competition, WNBQ and Promotion Director Smith earned second place. Mr. Smith was spotted third for creation of a promotion film announcement for *Martin Kane, Private Eye*, in a contest conducted by the Kudner Agency and U. S. Tobacco. Only personality to be cited nationally is Dave Garroway, recently given the third annual award of the Junior Advertising Club of Philadelphia.

Mr. Smith, in intra-station promotion, recently cited a widespread audience response to Clifton Utley, who for four days asked viewers to give their opinions on whether they wanted more or less in straight news, analysis, photographs, maps, charts and guest interviews. "No prizes, premiums or praises" were to be given away, yet replies totaled 669—420 from Chicago. Promotion personnel made an economic breakdown of letters, based on 1946 rentals for each district, to determine Mr. Utley's appeal to all levels. They found:

Monthly Rental Classification	Chicago Replies	Outside Chicago	Total
Class A $57 and up	76	88	164
Class B 47 to 57	100	58	158
Class C 35 to 47	104	89	193
Class D 28 to 35	28	12	40
Class E under 28	15	2	17
Commercial	16	0	16
No Address	81	0	81

Mr. Smith sends bi-monthly reports to all TV clients and their agencies with detailed information on promotional and advertising mentions, publicity releases, newspaper and magazine clippings and picture reprints. He also has simplified the matter of agency program presentations by submitting a folder outlining briefly the availability, talent biography, program format, adjacencies, competition, audience response, current and past sponsors, success stories and sponsor testimonials, cost, types of commercials accepted and type of audience to whom the show appeals.

His department, and all others, attempt to work together as a single team to justify and extend the primary theme of the operation —delegation of authority along with responsibility all down the line.

Funeral Telecast

THE funeral of a prominent person was telecast directly last Wednesday when KSD-TV St. Louis aired the services for Louis Nolte, former St. Louis comptroller and nationally known municipal fiscal expert. Arranged by George M. Burbach, KSD-TV general manager, the telecast was timely as a heavy ice storm which paralyzed transportation struck St. Louis and prevented hundreds of persons from attending the services. According to KSD-TV officials, the direct telecast of the funeral was the first in TV history.

Film Report

Holcombe Parkes, vice president in charge of public relations of National Assn. of Manufacturers, New York, will resign from that position Feb. 6 to become executive vice president of **Apex Film Corp.**, Los Angeles. Mr. Parkes will have offices in both Los Angeles and New York. He will be primarily responsible for promotion writing and production of industrial and public relations films for Apex.

Paul Alley, formerly film editor for NBC-TV news film operations, has joined staff of **William J. Ganz Co.**, New York, motion picture production company, as TV consultant in charge of production. Mr. Alley, prior to joining NBC, had been script writer and commentator for Paramount newsreel and MGM "News of the Day." During last war he edited "The United Newsreel," film version of The Voice of America.

* * *

Capitol Records, Hollywood, preparing series of 13 15-minute TV films based on firm's Bozo the clown character. According to firm, series will cost approximately $100,000 and will be ready for release in two months through its distributing outlets. **Elmo Williams**, head of TV division for Capitol, is producing series, **Les Goodwins** directs.

Embro-Madison TV Productions, Hollywood, has secured exclusive rights to approximately 200 British Government films. Deal was signed last week in Hollywood by **Sir Thomas Hodges**, head of British Film Service; **Noel Madison** of Herold Productions and **William (Scotty) Brown**, film distributor, who formed TV firm. TV stations are being contacted throughout country for leasing films which include features and short subjects. **Tom Corradine** heads firm which is located at 1535 Crossroads of the World.

Tuchman Named

RALPH G. TUCHMAN, formerly Hollywood news editor of BROADCASTING-TELECASTING, has joined KTTV (TV) Los Angeles, CBS TV outlet, as sales service coordinator. He has been with the magazine for more than five years in Washington as well as in Hollywood.

CBC Meet Feb. 9-10

FEBRUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Ottawa Feb. 9-10, and it is expected that TV station applications for Toronto and Montreal stations, will be discussed. CBC recently was granted a $4,500,000 loan by the government for TV stations and studios at Toronto and Montreal. Four applications are in for two other Toronto TV channels, by CFRB and CKEY Toronto; Famous Players Corp., Toronto; and Al Leary, Toronto. Two applications are on file for three TV channels at Montreal, by CFCF and CKAC Montreal.

MOVIES & TV

Engineers Join in SMPTE

SOCIETY of Motion Picture Engineers has changed its name to Society of Motion Picture and Television Engineers, President Earl I. Sponable announced last week. The change was effective Jan 1.

Approved by an overwhelming majority of balloting members, the change was effected because of the increasing mutual interests of technical people in both motion pictures and television, as well as the Society's active participation in the development of new video techniques. In addition, SMPTE has filed an FCC brief proposing specifications for a nationwide theatre television system.

Speaking of the decision, Mr. Sponable said: "I cordially extend an invitation to all television engineers to join with us so that we may share with them, and together continue to expand, the technical knowledge we have gained concerning motion pictures over a period of 33 years. I am confident that the art of motion pictures and the art of television can reap benefits from one another and jointly contribute to the perpetuation and improvement of existing standards in the pictorial rendition of action."

Video Medical Aid

ANOTHER video development as an aid for training in the medical profession has been announced by Remington Rand Inc., manufacturer of Vericon, system of closed circuit TV. Visual images of various internal organs of the human body now can be telecast for group study without resort to surgery as a result of a new technique worked out by William L. Norvell, manager of the firm's television department. A special optical link is interposed between eyepiece of a standard gastroscope and the pick-up tube of the camera. Telecast, demonstrated Dec. 6 during the third annual clinical session of the AMA in Washington, D. C., permits large groups simultaneously to study conditions inside the body.

NOW!
MAGNETIC SPROCKETS
hold standard 1/4" tape in sync for Television and Motion Pictures

BUILT FOR CBS-TV
- Automatically compensates for tape stretch.
- Adjustable speed for "framing" Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

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The Broadcasting Yearbook and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns —who handles the account?

The top radio-tv agencies—personnel and gross billings?

You'll find the answers—and many, many more hard-to-get facts—plus these **exclusive** features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National and regional advertisers-agencies ★ More than fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfgrs; representatives; film, transcription and related services.

These and a thousand facts/charts more are the 1950 YEARBOOK, classified under easy-to-find headings indexed for quick reference.

There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

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BUSINESS JOURNAL OF RADIO-TV

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Please enter my BROADCASTING subscription immediately and be sure to send the 1950 Yearbook, free of charge, as part of this order.

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Company _____

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City _____ Zone _____ State _____

XUM

Programs

NEW series of programs designed to acquaint listeners in Kansas with Wichita manufacturing enterprise inaugurated by KFH Wichita. Programs are conducted in various manufacturing plants and, by means of wire recorder, aired each Sunday afternoon. Series, entitled *Let's Go Visiting*, is designed to tell background story of industry, factual information about growth and development and includes interviews with employes. Ken Davis, KFH evening news editor, conducts series, outline of which is worked out jointly by Wichita Chamber of Commerce and KFH news bureau.

WBZ Programs

WIDE coverage of activities ushering New Year presented by WBZ-AM-TV Boston and WBZA Springfield. In addition to carrying New Year's Eve celebrations and football games the nation over, Westinghouse outlets also covered inauguration of John Hynes as Boston's new mayor. Mayor Hynes' inaugural talk after swearing-in ceremonies also was carried. Another highlight was presentation on TV of Dr. Billy Graham, evangelist.

New Faces On WRC

SOME new faces have been introduced on WRC Washington's Saturday afternoon lineup. Covering four-hour period, performers in this category include Connie B. Gay with new hillbilly record program, *The Connie B. Gay Show;* Stuart Finley, emcee of *Capitol Scrapbook* program, featuring transcribed music, comments by Mr. Finley on Washington lore and news reports; also, *Teen-Y's*, half hour forum on teen age problems planned and presented by student members of Washington Y-Teen Clubs at nine local high schools with cooperation of YWCA.

Documentary By WCSI

PROGRAM, *Then and Now*, documentary broadcast, aired Jan. 1 by WCSI Columbus, Ind. One and one-half hour show featured excerpts from important historical developments between 1932 and 1946. Program also featured address by member of British Intelligence Service. Station sent promotion on program to all schools in Southern Indiana. Show was sponsored by Arvin Radio Co.

'Forgotten Man' Remembered

COMMUNITY druggist, sometimes called medicine's forgotten man, had his inning Dec. 17, from 8:30-9 p.m. when WNAC-TV Boston presented telecast in his honor. Show was in form of special druggists' roundtable built around *The Contribution of the Druggist to the Community*, and featured as speakers distinguished representatives of drug and radio fields including Linus Travers, executive vice president and general manager of Yankee Network, who originally conceived idea. Added highlight was showing of drug store's prescription book, pharmacist's scale, graduates, mortars, pestles and other appurtenances of druggist's vocation.

Mr. Prime Minister

OPEN LETTERS to the Canadian Prime Minister being aired weekly on CBL Toronto and Trans-Canada network. Program, entitled *Mr. Prime Minister*, was suggested by Canadian Premier Louis St. Laurent when he asked women voters interested in welfare of the country to send him letters. Show is quarter-hour afternoon feature, with prominent Canadian women making recommendations on various topics. First few weeks were devoted to old age pensions, immigration, education, employment, health, finance, consumer and minority topics.

News of 1949

STORIES that made headlines during past year, filmed by Telenews, made up *A Year's Review of the News of 1949* over WMAL-TV Washington last week. Stories for one-hour show were selected, edited and narrated by Bryson Rash, special features director of WMAL and WMAL-TV. Important news stories seen on special program included crash of the DC-4 at National Airport that killed 55 people and complete sports review including World Series.

Legislative Coverage

OLDEST legislative body in the nation—General Assembly of Commonwealth of Virginia—will get thorough coverage by WMBG Richmond and its FM affiliate WCOD from Jan. 18 when new governor, John S. Battle, takes office. Stations have arranged to present daily 15-minute programs direct from House of Delegates in State Capitol. Day's business will be reviewed and guest interviews will be conducted with legislators from all sections of state. This marks third session stations have covered.

WNBW's Junior Review

WNBW (TV) Washington starts New Year with new hour-long TV variety show, *Your Junior Review*, sponsored by Home Appliance Co. Featuring talented Washington children, show is emceed by Sylvia Devey who recruits amateur program talent from local schools and teachers. Show includes permanent line of local teen-agers and interview by Miss Devey each week with youngster from one Washington embassy or legation. Program is handled for sponsor by Robert J. Andrews Adv.

WORLD LIBRARY

9 New Clients, 13 Renewals

WORLD Broadcasting System, New York, has announced renewals and extensions of contracts by 13 stations for continued use of the firm's transcribed library service, and addition of nine stations to its subscribers.

Stations adding service are: WPTW Piqua, Ohio; WROW Albany, N. Y.; WMLN Mt. Clemens, Mich.; KTTS Springfield, Mo.; KOH Reno, Nev.; WNDB Daytona Beach, Fla.; WREC Memphis; KOIN Portland, Ore.; KLPM Minot, N. D.

Stations renewing are: WBUZ Bradbury Heights, Md.; KVOR Colorado Springs; KSLO Opelousas, La.; KBIZ Ottumwa, Ia.; KPLC Lake Charles, La.; WKAY Glasgow, Ky.; KVMV Twin Falls, Idaho; KXRN Benton, Wash.; KVOG Ogden, Utah; WXAL Demopolis, Ala.; KVAN Vancouver, Wash.; KUOA Siloam Springs, Ark., and WJLB Detroit.

Associated Adds 18

ASSOCIATED Program Service has announced 18 additional radio and television stations have contracted for its transcribed library and program service. The new outlets taking the service are: CKCL Truro, N. S.; WMUU Greenville, S. C.; WFNC Fayetteville, N. C.; WGGH Marion, Ill.; WJAC-TV Johnstown, Pa.; WFMH Cullman, Ala.; CKAC Montreal; KCSJ Pueblo, Col.; KRON-TV San Francisco; WEBJ Brewton, Ala.; KGAR Garden City, Kan.; KIBE Palo Alto, Calif.; WCUD Cleveland; WDTV(TV) Pittsburgh; WCHA Chambersburg, Pa.; KXOC Chico, Calif.; WRGB (TV) Schenectady, N. Y.; WXEL (TV) Cleveland, Ohio.

WOI-FM Sells FM

EVERY radio dealer in Ames, Iowa (population 30,000), sold out of FM sets in a short time when WOI-FM, Iowa State College station, announced that for the first time all college basketball games would be broadcast by the new FM outlet, station reports. In addition WOI-FM is carrying high school games, cooperating with KASI Ames, daylight AM outlet.

DISC JOCKEY Ken Ash of WHAV Haverhill, Mass., finds he must keep both ears to the grindstone to make a success of his job as conductor of the station's Saturday night *All Request Dancing Party*. As proof of his success, the local phone company complained that WHAV was tying up phone lines every Saturday night, and an automatic counter was put on the station's two trunk lines to check on uncompleted calls. During one two-and-a-half-hour show, Mr. Ash managed, along with other duties, to answer 117 calls, but the automatic check showed that 1,765 uncompleted calls came to the station during the show. WHAV salesmen now refer prospective clients to phone company records for proof of the station's audience.

ALL of U. of Pittsburgh's home basketball games will be aired by WCAE Pittsburgh this season.

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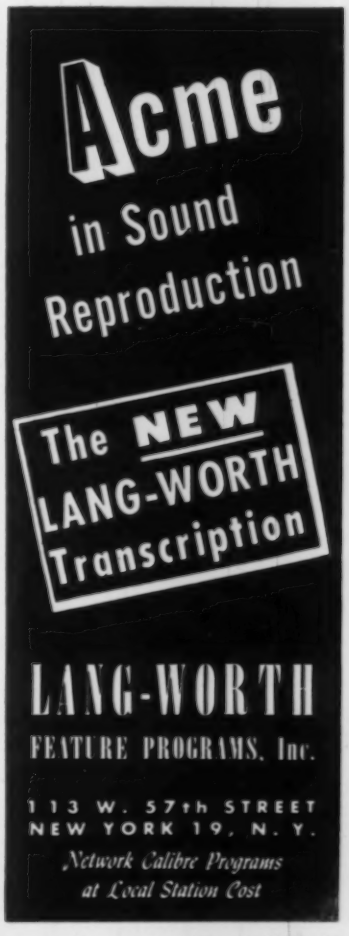
Shows with a Hollywood Heritage ★ Member N·A·B·



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for successful 250 watt network station. Midwest, only station in highly desirable city and market. Must have full knowledge all phases of broadcast business, be a good salesman and have ability to manage station and direct staff. Good proposition for right party. Write Box 602D, BROADCASTING.

Wanted—Manager, 250 watt Mutual affiliation, fulltime, must be a good salesman. Box 658D, BROADCASTING.

Within the next month or two manager's position expected to be available to man with proven record of successful management. 250 watt daytime, 1000 watt FM in midwest. Only station in town of 14,000. Owner wants a manager to relieve him of worry and put station in black. Owner will consider selling some stock to a man who can do the job. Box 693D, BROADCASTING.

Wanted, commercial manager for independent South Carolina station. Write fully giving experience, background. Must be able to furnish good references. Greer Broadcasting Company, Greer, S. C.

Salesmen

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Experienced salesman wanted for 1 kw midwest fulltime station. Excellent opportunity and possibilities in this highly industrialized area where there is only one station. Permanent position. Drawing account against commissions. State qualifications and include photo in reply. Box 655D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Wanted—Experienced time salesman and one combination man. New daytime station, virgin territory. Howard G. Rien, 302 N. Main St., Farmington, Mo.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Salesmen, covering California, midwest, New England. Profitable sideline commissions. Representing RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Experienced combo man. Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Help Wanted (Cont'd)

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D, BROADCASTING.

Experienced announcer-engineer with good voice who'll become permanent part of friendly north Florida community. Ideal climate—beautiful ocean beach. Should be mature management material. Start $200 monthly plus talent plus commission if you can sell. Box 653D, BROADCASTING.

Wanted immediately combination announcer-engineer with first class ticket. Accent on announcing. Box 680D, BROADCASTING.

Woman broadcaster who can also sell and write copy. No hurry, must be efficient. Central southern county seat, 12,000, network affiliate. Box 685D, BROADCASTING.

Immediate opening for two experienced announcers. Must be experienced in morning shows, ad-lib and man on the street. North Carolina network station. No just out of announcing school applicants need apply. Send audition and all information first letter. Box 694D, BROADCASTING.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Wanted—Copywriter with good training and educational background. Reasonable starting wage with advancement based on ability. Large southeastern market. Photo and references. Box 619D, BROADCASTING.

Newsman to write, deliver long-established local news broadcasts over large eastern Penna. station. Six day week. Attractive salary, no talent. Besides good voice needs ability to prepare radio copy either from notes or from newspaper stories. Send data sheet (no letters of reference, names only), photo, disc, radio adaptations of two current newspaper stories with original clippings. Box 689D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Manager, 40,000 market network affiliate desires change. 3 years present location. Station revenue at all time peak. Have made increase each month since taking over. First 6 months self sole salesman. Present sales staff of 3. Still holding major accounts personally, college. Family man. Early 30's. Veteran. Be happy to present details; testimonials, figures, correspondence, references. Formerly announcer and later production man 5 kw big city network affiliate (south). Program director prior to becoming manager. Would consider subordinate role with major market outlet. I believe I could make you a good man. I'd certainly like to try. Box 640D, BROADCASTING.

Executive seeks permanent station manager connection. Experience, 8 years all phases radio. 5 years sales radio and allied field. Desires contract with salary-bonus and/or stock. Thoroughly reliable, family man. Box 657D, BROADCASTING.

Successful manager, capable full responsibility, wants greater opportunity. Best references. Box 673D, BROADCASTING.

Situations Wanted (Cont'd)

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Texas operators. Cities 10,000 to 75,000. 10 years experience all phases accenting sales. BBA Degree. Age 30. Detailed successful executive record and strong recommendations available. Incentive terms important over initial income. Box 690D, BROADCASTING.

Salesmen

Sales manager, proven sales record with independent and network stations. Old enough to have many years actual radio sales experience with young ideas in sales, promotion, management, advertising and merchandising. Available for personal interview for stations located in Ohio, Michigan and Indiana. Box 575D, BROADCASTING.

Midwest stations please note. Young, experienced salesman wants opportunity with good station in good market. Box 642D, BROADCASTING.

Thoroughly experienced producer, hard worker, good record, wants better opportunity. Box 674D, BROADCASTING.

Announcers

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, Desires opportunity, you didn't have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience. (Weren't you once? Now look at yourself!) Box 589D, BROADCASTING.

Looking for a mail order and pitch commercial man? One with experience aplenty? A man who is a nationally known hillbilly disc jockey? a man who really sells, and a man who does all staff work. If so, you'll be interested to know that I'm available after January 15. Please write full position details. Box 590D, BROADCASTING.

Announcer, console operator. Experienced deejay, news, sports. Married veteran. Disc and photo available. Box 597D, BROADCASTING.

Experienced young announcer, 24 years old, single, presently employed in small metropolitan station desires staff work in larger station in Chicago or midwest. Excellent voice and delivery and a hard worker. Good background and education. Box 641D, BROADCASTING.

Announcer, 23, single, presently employed, seeking to better self. Well rounded experience including play-by-play college-high school basketball, football, pro hockey, special events, all phases staff work. Disc, photo, background on request. Box 645D, BROADCASTING.

Broadcasting school graduate available at once. Experienced. Best references offered. Box 647D, BROADCASTING.

Young woman, continuity writer, announcer. 2 years experience. Original ideas, continuity samples and audition disc available. Box 648D, BROADCASTING.

Announcer, polished. Experienced newsman, disc jockey, etc. B.A. Degree. Married. Quality of position considered before salary. Disc and references. Available. Box 650D, BROADCASTING.

Sports announcer. If you are planning to hypo your sports coverage, here is a veteran of ten years in all phases of radio. Not afraid of hard work. Not a prima donna. Play-by-play all sports a specialty. Willing to go anywhere. Best of references. For complete story write Box 651D, BROADCASTING.

Looking for an announcer, salesman or program director? If you want a voice and personality whose more than ten years of radio knowhow have brought outstanding results, I'm your man. Promotion minded with real, down-to-earth ability to make friends and hold them on and off the air. Age under 30. Box 659D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer. Recent graduate SRT Chicago. Have first phone license. Thoroughly trained all phases. Desires position as combination man with small station to gain program experience. Good voice, single, 27, reliable, sober, ambitious. Work for reasonable salary. Go anywhere. Audition disc available. Box 662D, BROADCASTING.

Announcer, disc jockey, 29, recent graduate SRT Chicago. Thoroughly trained all phases. Desires position small station to gain experience. Married. Sober and reliable. Audition disc available. Box 664D, BROADCASTING.

Announcer, 29, married, college graduate. 3½ years experience; former program director of 1 kw daytime station. Presently employed as morning man at 5 kw southern Mutual affiliate. Have friendly informal delivery. Desire to settle in midwest with progressive station. References and disc available. Box 665D, BROADCASTING.

Yawn! Morning man, good but different. 8 year success. Combination, ticket, married, employed. $80. Box 667D, BROADCASTING.

Announcer, age 27, single, recent graduate leading broadcasting school, enjoy and am particularly adept at commercial announcing and newscasting. Industrious, ambitious; will travel anywhere. Disc, resume on request. Box 686D, BROADCASTING.

Combination man, vet, age 27. Sober, single, little experience, looking for future in radio. Will travel, northeast preferred. Please state starting salary. Box 691D, BROADCASTING.

Yes, I'm experienced. Mainly a commercial man who can handle news and staff work. AM or TV desired. Box 677D, BROADCASTING.

Wanted, announcer-continuity job, 21, single, presently employed, 3½ years college training as speech major, 7 months experience. Any location. Disc, photo available. Box 679D, BROADCASTING.

Combination man. First phone license. 8 years announcing experience. Can produce my own shows such as man-on-street, morning program, etc. Married. Dependable. Box 681D, BROADCASTING.

Graduate leading announcers school, Radio City, N. Y. desires initial start. Authoritative news, good commercial reading, D. J., know board, sports. Some writing ability and stage experience. Married, will travel. Opportunity compensates salary. Excellent references, disc. Box 683D, BROADCASTING.

Announcer-writer. Heavy experience in sports, play-by-play, news, disc shows, young. College, single. Box 684D, BROADCASTING.

Topflight newscaster-announcer. Sober family man. Thoroughly experienced, dependable, prefer eastern location. Available immediately. Box 697D, BROADCASTING.

Disc jockey, announcer, 2 years morning show, good newsman, 26, married, sober, reliable, veteran, metropolitan area 6 months, present job 1½ years. Ken Klyce, Paris, Tennessee.

Staff announcer, single, experienced. Available immediately. Dependable, capable. Excellent references. Sam McClaughrey, 8521 S. Loomis Blvd., Chicago 30, Illinois. Triangle 4-1459.

Qualified announcer. College graduate, 3½ years experience. Single, 23. Available February 1st. Will travel. As interested in earning a living as making one. For disc, photo and references contact Grant McDaniel, Waller Hall—WSC, Pullman, Washington.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting. 1222A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894C, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer $80 week minimum. Box 25D, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Experienced first phone transmitter engineer seeking permanent position anywhere. Minimum salary two hundred dollars monthly. Available two weeks notice. Box 578D, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Engineer, 2 years transmitter and remotes. 3 years Army radar experience. Graduate leading radio school. Box 587D, BROADCASTING.

Experienced engineer. AM-FM. First phone, transmitter, console, remotes. Experienced construction, installation. Car, married, presently employed. Box 621D, BROADCASTING.

First class radio telephone operator license. Graduate of technical school in AM and FM broadcasting and television. Working as TV repair. Desire position in broadcasting. 24 years of age, unmarried and free to travel. Box 631D, BROADCASTING.

Engineer, married, 24 years old, have car, radio telephone first class license. Two years broadcast experience in studio, transmitter, recordings and remotes. Available immediately. Box 643D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer in northeastern state. Available on two weeks notice. Box 652D, BROADCASTING.

First phone. 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Broadcast engineer—1 year broadcast experience; all phases. 18 months AM, FM, TV technical radio schooling. 1st phone. Write Box 670D, BROADCASTING.

Control operator, 3 years clear channel experience. E. E. Degree, married. Prefer midwest area. Box 675D, BROADCASTING.

Immediately available—First class licensed engineer with over 4 years experience. Single, 25, without car. Starting salary secondary. Good references. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

First class license, radio school graduate, no experience. Charles R. McKinley, R. R. #1, Kenney, Ill.

Former chief engineer, WOOF, Dothan, Ala. Some announcing. Sober, dependable with family. Available immediately. Reference Miles McSweeney, Illustrated Sun, St. Augustine, Florida.

Combination engineer-announcer. First phone. Age 25, married. Year experience as transmitter operator. Recently completed announcing course. Desire position with good prospects for future. Lloyd O'Morrow, 135 S. Westmoreland, Los Angeles.

Available immediately. Engineer 1st phone. 4½ years experience AM and FM studio and transmitter installation, operation and maintenance. Sober. Excellent references. Desire permanent position. Charles Poticka, 851 Westgate, St. Louis, Missouri.

Engineer, first class phone, amateur. RCA graduate. Inexperienced, any offer considered. F. Symbula, 227 Kingsland Ave., Brooklyn, N. Y.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

She'll make her own place in your area. Four years experience in women's and children's programs and record library. Unusual background and training. Voice and disc or interview on request. Box 601D, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, thoroughly trained, ambitious, reliable, efficient, good commercial copy. Box 617D, BROADCASTING.

Farm director with above average recommendtions on previous accomplishments available immediately. Better than 12 years all phases of radio. Prefer farm but will seriously consider announcing or news position. Box 660D, BROADCASTING.

News director—Seven years experience gathering, writing, broadcasting news. Excellent voice. College, newspaper, magazine background. Special events, public service experience. Can establish, take complete charge any type radio newsroom. Thoroughly understand that news must be sold if newsroom is successful. Will double as promotion-public relations man. 32. Top references. Box 666D, BROADCASTING.

Experienced, well-qualified continuity director desires position with a future. Young woman; bachelor degree. Prefer southwest. Box 668D, BROADCASTING.

Experienced bookkeeper desires permanent position with up and coming radio station. Capable of preparing financial statements, FCC reports, tax reports, payroll, billings and handling a complete set of books. Can type. college graduate, am honest and reliable. Write Box 676D, BROADCASTING.

Radio, television films, advertising agency experience, contacts. Writing ability. Personable, references. Prefer NYC but will travel or relocate. Box 695D, BROADCASTING.

Television

Salesman

Sales service and salesman, college graduate, 26, 3 years agency media experience on national radio and television accounts. Box 671D, BROADCASTING.

Production-Programming, others

Television producer—Experienced live-film producer-director. Package pioneer. Desires affiliation station, agency or realistic packaging company. Specialty low-cost programs, commercials, packages. Strictly "black ink," feet-on-the-ground type. Available now. Box 649D, BROADCASTING.

Television films, Live experience, writing, producing, selling. Excellent advertising background. Desire position in television stations. Box 696D, BROADCASTING.

For Sale

Stations

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For sale—Eastern seaboard network station. Controlling interest for $60,000 cash. First year showed $85,000 gross and good net profit. Box 656D, BROADCASTING.

Independent 250 watt daytime 1000 watt FM for sale in exclusive midwestern town of 15,000. Any reasonable offers considered. Box 692D, BROADCASTING.

Equipment, etc.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale—Two type 122-3 Collins amplifiers, excellent condition. $375 each shipped collect. WZIP, Covington, Kentucky.

One 355 foot Ideco tower 30 pound self-supporting. 280 feet to pre-fab. Will support TV or FM. Communications flange 1⅝ and new ⅞ co-axial cable for same. All fittings. Make offer dismantle and ship. RCA 1 kw FM, consolette, turntables, etc. 2020 West 3rd Street, Cleveland, Ohio. Prospect 3188.

For Sale (Cont'd)

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower, Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Interested buying local or regional if priced right. Reply in confidence to experienced broadcaster. Box 672D, BROADCASTING.

Equipment, etc.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted—Recent model 250 or 1000 watt FM transmitter, frequency and modulation monitor. Must be reasonable. Box 678D, BROADCASTING.

Wanted to buy—3 kw. FM transmitter preferably RCA, Collins or GE. Can use frequency-modulation monitor and about 400 feet of 1⅝" transmission line. Box 688D, BROADCASTING.

Wanted for new 250 watt, 1580 kc station. RCA, Gates, Collins, Western Electric, General Electric or Raytheon Transmitter, crystal, modulation and frequency monitors, console, 250 ohms remote amplifier, limiting amplifier, 15 watt monitoring amplifier, turn tables, pickup arms, 250 ohms microphones, antenna tuning unit, 200 ft. tower, CAA lights, ⅞" coaxial cable. Reply to Box 373, Altoona, Pennsylvania. No telephone calls.

Help Wanted

Managerial

Wanted: Commercial Manager 1 kw midwest fulltime station. Only station serving the territory. Earning power can reach five figures. Only top men need apply. Permanent position; drawing account against commissions. In reply give details of qualifications and include photo. Box 654D, BROADCASTING.

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

Situations Wanted

Managerial

Now available with background 19 years in radio including all phases. 9 years general manager of a leading southwest market network affiliate. Know small station or large station operation. Excellent industry contacts and reputation. Age 42, married, three sons. Will discuss any sound proposition in broadcasting. TV, network or agency fields. Address Robert D. Enoch, 2125 N. W. 17th St., Oklahoma City, Okla.

For Sale

Equipment, etc.

Recording equipment: Recording lathe, Nichols (W.E.-type) needing some work, bargain. 16 inch Presto rim-drive portable recorder with Audak H-5 cutter. Good as new. 500-ohm vertical W.E. cutting head, also W.E. lateral head. Vacuum thread removing system adaptable to any machine. Write, call or see DAMON RECORDING STUDIOS, INC., 510 MIDLAND BUILDING, KANSAS CITY, MISSOURI.

For Sale (Cont'd)

What do you offer for:

Brand new Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, insulators, anchor bolts and base re-inforcement steel. Ideal for TV-FM. Cost well in excess of $10,000.

Brand new GE BY-2-B 4 bay FM antenna. Cost $3,000.

To be sold FOB, Warren.

WHHH, 2nd Nat'l Bank, Warren, Ohio

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.

These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

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THE NATIONAL ACADEMY OF BROADCASTING, INC.

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Please send information concerning
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XUM

AFRA VS. WSTV

Murdock Files Dissent

A DISSENTING opinion, contending that Valley Broadcasting Co. (WSTV Steubenville, Ohio) did not refuse to bargain with the Pittsburgh local of AFRA has been issued by Abe Murdock, member of National Labor Relations Board.

The board had upheld a recommendation of a trial examiner that WSTV "cease and desist" certain alleged unfair labor practices in bargaining relations with the AFRA local [BROADCASTING, Jan. 2]. Mr. Murdock said he disagreed with that part of the majority's finding because the licensee was never presented with a "clear and unequivocal" bargaining demand and therefore was under no obligation to recognize and deal with the union.

WKMH RINGS BELL

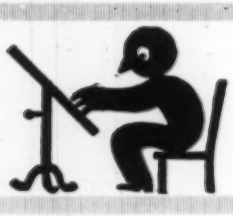
One Spot Ties Up Phone Lines

ACTION speaks louder than words in Detroit. WKMH Disc Jockey Bob ("Robin") Seymour announced on a 5:10 p.m. broadcast that the first 50 people who called a certain number would receive five gallons of gasoline absolutely free, with no strings attached.

No sooner did he speak the words than the Michigan Bell Telephone System added grey hairs. Four Detroit exchanges were drowned, blocking incoming and outgoing calls and tying up every inter-exchange trunking system in the city. The condition spurred Mr. Seymour to appeal for listeners to stop calling. Next day, Michigan Bell requested it not happen again.

Detroit's telephone nightmare happened when a WKMH salesman asked the station for help in convincing a prospective advertiser, who was buying time on a competing station, that WKMH could produce results. Prospect agreed to the trial one-time announcement over Mr. Seymour's program. Incidentally, the prospect, WKMH says, bought a quarter-hour across the board on the *Bobbin' with Robin* program.

Promotion



ORANGE and grey folder sent to dealers by KSTP St. Paul explains hard-hitting promotion given by station to one of its sponsors, Grennan Cakes. Dealers are told on cover, "There's Money in It!" Over this announcement is taped a penny. Next to it is picture of cake. Inside of folder tells grocers that housewives are prepared to buy these cakes thanks to spots on KSTP.

Hammer Makes Hit

METAL hammer, only 5 inches in length, a six-in-one instrument sent to trade by WWSW Pittsburgh. Head acts as tap, ball peen hammer and bottle opener, and handle unscrews into large and small screwdrivers and puncher. Piece mailed to national agency timebuyers accompanied by letter describing various uses to which hammer may be put, for example, "It will keep papers in place in winds up to 30 miles an hour." Inscribed on handle are call letters, location and power of WWSW.

Mail Irrigation

WORKING good neighbor policy into studio promotion was project of WTTS and WTTV (TV) Bloomington, Ind. City, which has undergone heavy rains this fall and winter, eyed its overflowing reservoir and thought of New York's bathless and shaveless Fridays. Accordingly, five gallon jug was filled from city's water works and sent air express to Mayor O'Dwyer of New York City. Letter which accompanied water concluded, "Still water runs deep. Maybe this will start it rolling again into New York."

Station's Goodwill

GOODWILL of WCSC Charleston, S. C., was exhibited by ceremony in its studios in which Frances Meyer was presented railroad and show tickets for finals of Horace Heidt Youth Opportunity Program in Washington. Miss Meyer is aunt of Ralph Sigwald, finalist, who won the contest. Presentation was made by WCSC's owner, John M. Rivers.

Seasonal Promotion

ATTRACTIVELY printed pages of 13 Christmas Carols distributed by KYW Philadelphia to local business and social groups throughout city. Top and bottom of sheets carried call letters and dial position of KYW. Sheets were especially designed for distribution to firms where carols would be sung at office parties. Memo attached to carols concludes, "P.S. You know, of course, that advertisers who use big, power-packed 50,000-watt KYW sing a happy song of success and contentment all year long." Additional promotion, timed to arrive on timebuyers' desks Jan. 3 was sheet showing bottles and glasses covered with confetti and pictures of man and woman suffering from hangovers. Piece remarks, in part, "Sales headaches vanish like magic when in-the-know timebuyers select big, power-packed KYW to deliver their sales message throughout the heart of the rich Middle Atlantic Area."

Hot Notice

REVIEW of *The Les Malloy Show* on KGO-TV San Francisco by San Francisco *Examiner* radio columnist Dwight Newton, reprinted by station for direct mail promotion piece advising prospective sponsors of low cost participations. Piece urges, "Better get in touch with KGO-TV's sales manager Vince Francis right away on this one—it's HOT!"

WNAX Sponsorship

BACKING by WNAX Yankton, S. D., of Five State Bowling Tournament has been subject of two promotion sheets by station. Copies of first piece, explaining elimination of competing teams and prizes offered by station, were sent to newspapers in Iowa, Nebraska, North Dakota, South Dakota and Minnesota. States have been divided into 11 districts and 8,000 bowling enthusiasts are expected to compete during February, March and April. Approximately 900 copies of second piece were sent to American Bowling Congress with posters giving pertinent information enclosed. Coverage will be given tournament on *Today in the World of Sports* show, conducted by WNAX sports director, Les Davis.

Miniature TV Sets

CERAMIC ash trays modeled after miniature television sets sent to trade by KDYL-TV Salt Lake City. Set holds pack of cigarettes and carries wording, "KDYL-TV, Channel 4, Salt Lake City," across screen.

Special Announcements

SMALL white cards sent to listeners and trade by KFRO Longview, Tex. drawing attention to station's special New Year's program. Card read in part, "The Longview National Bank . . . Longview, Texas presents for your listening 'Longview—East Texas—1949'." Time of broadcast and KFRO's dial position were added.

Personnel

WEAV Plattsburg and WENT Gloversville; N. Y., appoint **Henner Advertising Agency**, Albany, to handle their advertising.

IRVING M. LICHTENSTEIN named public relations and sales promotion director of WWDC-AM-FM Washington. He joined station's news staff year ago and assumed public relations duties in July.

BOB TOMPKINS, news editor of WWL New Orleans, named promotion manager. He replaces **JACK HALLADAY**, resigned to become promotion manager of Daytona Beach (Fla.) Chamber of Commerce.

BILL TURNER, former merchandising fieldman for Chicago *Herald-American*, added to sales promotion staff at WLS Chicago. He will specialize in sales presentations and merchandising tie-ins.

WPCF STAFF

DuKate Heads New Outlet

WPCF PANAMA CITY, Fla., new ABC 250 w fulltime outlet on 1400 kc, has announced completion of its staff. Elbert DuKate Jr., formerly with WTPS New Orleans, is part owner, general manager and sales manager. Eleanor Whitelaw, formerly with WABB Mobile, Ala., is program director and is in charge of all women's programs and also is a sales representative. Mrs. Whitelaw has three sponsored programs five days a week and reports initial success in listener response.

Elizabeth Giraudo has joined WPCF as traffic manager. Ray Hardin, announcer and sportscaster, formerly with WGYV Greenville, Ala.; Jim Lott and Leon Hance, announcer-engineers, also formerly WGYV, and Carl Howrigan, announcer from WTYS Marianna, Fla., round out the staff.

Station took to the air Dec. 11. It is owned and operated by Bay County Broadcasting Co. Programming stress is on local shows with women's programs highlighting the schedule.

Senator Lauds WHBI

VOLUNTARY suspension by WHBI Newark, N. J., of Polish program series, labeled Communist-inspired by Senate Judiciary Immigration subcommittee, drew praise Dec. 30 from Chairman Herbert R. O'Conor (D-Md.). He complimented the station for its "cooperation" with the subcommittee probing propaganda activities of Gdynia-American Steamship Line, program sponsor [BROADCASTING, Dec. 26, 1949]. WHBI notified the group it had discontinued the broadcast effective Dec. 25 largely because it was the only foreign-language program carried, according to William Masi, program director.

NINE basketball games of New Brunswick High School signed for sponsorship over WCTC New Brunswick, N. J., by G. R. Kinney Co.

Carolinas

Fulltime network facility. Well established, profitable and in an important growing market.

$75,000.00

Florida

The only station in one of Florida's greatest growth markets. Profitable fulltime. An outstanding opportunity.

$75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

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Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

FCC Actions

(Continued from page 44)

Decisions Cont.:

for removal of application, as amended, from the hearing docket. (By Fanney Litvin).

WINS New York, N. Y.—Granted continued hearing in matter of application for extension of completion date from 1-5-50 to 2-6-50. (By Leo Resnick).

Pioneer FM Co., Madison, Ind.—Granted late appearance in proceeding re application for CP for new FM (Class A) station. (By Leo Resnick).

Delta Bcstrs. Inc., Thibodaux, La. and KCIL Houma, La.—Granted request that deposition of Joe N. Silverberg, officer, director, and stockholder of Delta Bcstrs Inc., be taken at 9:00 a.m. on 1-5-50 before Numa F. Montet, Notary Public, Thibodaux, La. and authorized Robert B. Butler to appear as counsel for Charles Wilbur Lamar Jr. (By James D. Cunningham).

January 5 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WCHS Charleston, W. Va.—Granted renewal of license for period ending May 1, 1952.

WKYW Louisville, Ky.—Granted renewal of license for period ending Nov. 1, 1952.

KSTL St. Louis—Granted renewal of license for period ending Nov. 1, 1952.

Action Withheld

KCSJ Pueblo, Col.—Withheld action on KCSJ petition requesting reconsideration of Commission action of April 20, 1949, in renewing license of WOW Omaha, in view of WOW appeal now pending before Court of Appeals for District of Columbia, which requested that Commission designate for hearing KCSJ application for renewal of license.

STA Granted

KSTT Davenport, Iowa.—Granted 6 mo. STA to operate 10 w trans. at 234 Main St., Davenport, on 936 mc to provide program circuit from studio to trans.

Hearing Designated

WJIG Tullahoma, Tenn.—Designated for hearing March 10 application to change from 740 kc 250 w D to 910 kc 250 w-LS, 100 w-N, unl.

WAVL Apollo, Pa.—Designated for hearing March 13 application to increase hours from D to unl., using 100 w N, and make changes in vertical ant.

KSGM St. Genevieve, Mo.—Designated for hearing March 14 application to change frequency from 1450 to 980 kc, increase power from 250 w to 500 w-N, 1 kw-LS, install news trans. and DA-DN, and on petition KMBC Kansas City, Mo. made party to proceeding.

Order Amended

Whittier Bcstg. Co. and Whittier Bcstg. Assoc., Whittier, Calif.—Commission on own motion amended order of Jan. 8, 1948, designating applications for hearing, to delete issues 1, 3 and 7 therefrom, and to delete all reference to application of Marc H. Spinelli, Mary Di Priter, Richard R. Primanti and Stanley Primanti d/b as Whittier Bcstg. Co.

Hearing Designated

WCAM Camden, N. J.—Designated for hearing March 16 application to change trans. location and install new ant. and ground system and made WTEL Philadelphia party to proceeding.

SSA Denied

KLKC Parsons, Kan.—Denied application for SSA to operate from local sunset to midnight, CST, on 1540 kc with 100 w to broadcast occasional sports events for period of 6 mo.; would cause objectionable N interference to KXEL Waterloo, Iowa.

Petition Denied

KSEM Moses Lake, Wash.—Denied request for waiver of Sec. 3.71 of rules to operate less than two-thirds of hours authorized to operate between 6 p.m. and midnight, for period of 12 months because such waiver would abrogate rule upon which adequate radio service depends.

WPOR Portland, Me.—Denied petition for reconsideration and grant without hearing application to change from 1450 kc 250 w unl. to 1060 kc 5 kw unl, change trans. location, install new trans. and DA-N. On own motion Commission modified order of July 12, 1948, to delete issue 6 therefrom, to modify issue 5, and to include issue 9 therein (to determine whether proposed ant. array at WPOR would have sufficient stability to afford constant protection to co-channel station KYW Philadelphia) and ordered that hearing commence March 20.

Application Dismissed

WINS New York and WHOM Jersey City, N. J.—On advice of Il Progresso Italo-American Pub. Co. Inc., New York, that it chooses to prosecute application for purchase of WINS, Commission dismissed application of WHOM (wholly owned subsidiary of publishing company) to move WHOM's main studio to New York.

Extension Granted

WIRK West Palm Beach, Fla.—Granted extension of present authority to March 8 to operate with reduced power.

Petition Granted

WDZ Decatur, Ill.—Granted petition insofar as it requests designation of petitioner's application for hearing in consolidation with application of Afro-American Bcstg. System Inc., but denied in so far as it seeks to retain Jan. 9 as date of hearing, and designated said application to change facilities of WDZ from 1050 kc 1 kw D to 610 kc 1 kw unl. DA in consolidated hearing with Afro-American application Feb. 13, continuing same from Jan. 9, and made following parties to proceeding: WHKC Columbus; WDAF Kansas City, Mo.; WTMJ Milwaukee, KXOK St. Louis; WMT Cedar Rapids, and WAYS Charlotte, N. C.

Request Denied

KM2XBD Don Lee Bcstg. System, Hollywood, Calif.—Denied request to replace call letters W6AO for exp. TV station or, in alternative, permit use of commercial call letters KTSL. Restoration of former call is contrary to present international call system and Commission issues TV commercial calls only to commercial stations or exp. stations which hold commercial CP.

License Revoked

KPAB Laredo, Tex.—On ground that Mark Perkins has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval and that KPAB is now operated by these persons without a license, Commission ordered license of KPAB revoked effective midnight Jan. 31. If written application is made to Commission on or before Jan 25 for hearing, revocation order will stand suspended until conclusion of hearing.

BY THE SECRETARY

WMBI Chicago — Granted license covering changes in ant. and mount FM ant. on top of AM tower.

Following CPs and licenses for new remote pickup stations were granted: KGA-821 KA-5286 Hagerstown, Md.; KA-2708 (mobile) DeRuyter, N. Y.; KA-3765 (formerly KSKR) St. Louis; KA-5283 Rockford, Ill.; KA-2764 Lewiston, Me.; KA-4383 Winnebago County, Ill.; KA-4006 Little Rock, Ark.; KA-5277 KA-5276 Hanover, Pa.; KA-3885 (mobile) Casper, Wyo.; KA-5251 Area Alliance, Ohio; KQA-829 KA-5229 KA-5230 Akron, Ohio; KA-5236 KA-5235 KA-5234 all Los Angeles. Following were granted licenses for new remote pickup stations: KA-4971 KEA-791 KA-4960 all area of Niagara Falls, N. Y.

Following were granted CPs new remote pickup stations: KA-5273 KA-5274 Charlotte Amalie, V. I.; KA-3300 (mobile) Mitchell, S. D.; KA-2658 Philadelphia; KA-5285 KEA-875 Elmira, N. Y.; KEA-874 KA-5284 area of Corning, N. Y.; KKB-824 Albuquerque, N. M.; KA-2656 Philadelphia; KA-5275 (mobile) Macomb, Ill.; KA-4388 Cumberland, Md.; KA-5279 KA-5278 Rock Hill, S. C.; KA-4225 KA-4224 KKB-335 KKB-332 KKB-334 KA-5265 Dallas, Tex.; KA-3643 Topeka, Kans.; KA-5237 LaGrange, Ga.; KA-2945 Princeton, W. Va.; KA-5266 Watertown, S. D.; KA-3496 Atchison, Kans.; KA-4138 Warren, Pa.; KA-5249 area Clinton, N. C.; KA-5248 KA-5247 area Louisville, Ky.; KA-5246 Mayaguez, P. R.; KA-5245 Independence, Mo.; KA-5240 Delta County, Escanaba, Mich.; KA-5239 Portsmouth, Ohio; KAA-922 KA-5238 KA-5237 Denver, Colo.; KA-5244 San Luis Obispo, Cal.; KA-5241 Lewiston, Ida.; KA-5231 KA-5233 KA-5232 Scranton, Pa.; KA-5242 Omaha, Neb.; KA-5243 Binghamton, N. Y.; KA-5250 Indio, Calif.

KWSO Wasco, Calif.—Granted mod. CP for approval of ant., trans. and studio location.

WFPA Fort Payne, Ala.—Granted mod. CP for approval of ant. and trans. location and specify studio location and change type of trans.

Following were granted mod. CPs for extension of completion dates as shown: WDAR-FM Savannah, Ga., to 6-23-50; WLIN-FM Merrill, Wis., to 5-18-50; WACE-FM Chicopee, Mass., to 7-1-50; WFMB Mayodan, N. C., to 4-13-50; WAVZ-FM New Haven, Conn., to 6-30-50; WXHR Cambridge, Mass., to 7-6-50; WJAC-TV Johnstown, Pa., to 7-30-50; WAFM-TV Birmingham, Ala., to 7-1-50; WLAV-TV Grand Rapids, Mich., to 7-15-50; WBNS-TV Columbus, Ohio, to 7-1-50; WCOH-FM Newnan, Ga., to 3-15-50; WOIC Washington, D. C., to 7-30-50; WPAW Pawtucket, R. I., to 3-1-50.

KPIX The Associated Bcstrs. Inc., San Francisco—Granted request for assignment of license and all tangible assets to KPIX Inc.

Following were granted mod. licenses to change name from Bamberger Bcstg. Service Inc. to General Teleradio Inc., New York: WOR WOR-FM KA-4924 KA-4925 KEA-782 KA-4612 KA-4611 KA-4610 KA-4614 KA-4613 KA-4615 KA-4616 WOR-TV KA-4504-5-6 all New York; WOIC KA-4508-9 Washington D. C.

Corley Radio & Sound Service, Area Trinidad, Col.—Granted CP and license for new remote pickup KA-4014.

Rural Radio Network Inc., Area of Bristol Center, New York—Granted CP and license for new remote pickup KA-3220.

KIBL Beeville, Tex.—Granted CP install new trans.

WMRY New Orleans—Granted mod. CP change type trans.

WJAT Near Swainsboro, Ga.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WILE Cambridge, Ohio—Granted acquisition of control of Land O'Lakes Bcstg. Corp., licensee, through sale of 51 sh common stock by Howard A. Donahoe to H. D. McClelland.

KGW Portland, Ore.—Granted license install new trans. to be operated on 620 kc 1 kw for aux. only.

KWBW Hutchinson, Kan.—Granted license install new vertical ant. and change trans. location, change tower and mount FM ant. on side of AM tower.

KXRA Alexandria, Minn.—Granted license for new standard station 1490 kc 250 w unl.

WNAT Natchez, Miss.—Granted license for new standard station 1450 kc 250 w unl.

WKVA Lewistown, Pa.—Granted license for new standard station and specify studio location. 920 kc 1 kw D.

WHAS Louisville, Ky.—Granted CP for change of KIB-367 frequencies to 152.87, 153.11 and 153.35 mc change trans. location, type trans; to be used with

(Continued on page 68)

December Box Score

STATUS of broadcast station authorizations and applications at FCC as of December 31 follows:

	AM	FM	TV
Total authorized	2,234	788	111
Total on the air	2,086	733	98
Licensed (All on air)	2,048	478	31
Construction permits	186	302	80
Conditional grants		8	
Total applications pending	1,095	241	405
Requests for new stations	321	47	353
Requests to change existing facilities	284	40	12
Deletion of licensed stations in December	4	3	
Deletion of construction permits	5	9	
Deletion of conditional grants		1	

WJR BUSINESS

1949 Biggest Year—Wismer

WITH gross sales of approximately $3,301,000 in 1949, WJR Detroit completed the biggest business year in the station's history, according to General Manager Harry Wismer.

Pointing out that 1949 was a banner year in sales, audience and public service, Mr. Wismer said the gross sales figure for 1949 surpassed the previous station record of $3,136,000 set in 1948. Predicting an even greater year for WJR in 1950, Mr. Wismer said: "With recent sales higher than ever before and WJR's audience leadership in the area firmly established, plus a fine public service record, WJR is better able than ever before to serve its community and its clients."

Award Dinner Postponed

FIRST Radio and Television Award Dinner, originally scheduled to be held in New York Jan. 13, has been postponed to March 5, the sponsors announced last week [BROADCASTING, Jan. 2].

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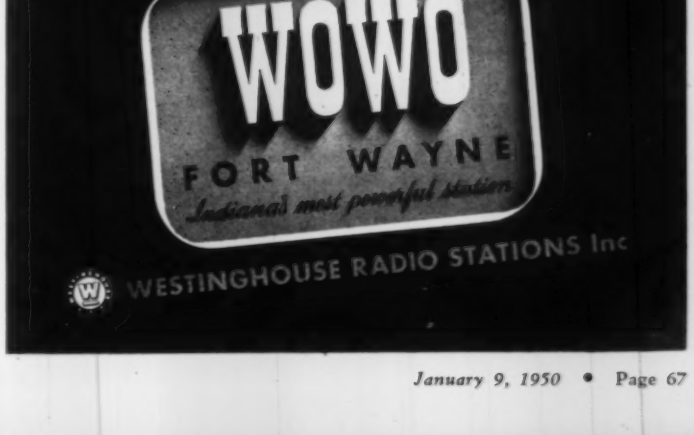

Docket Actions . . .

FINAL DECISIONS

Bexar Bcstg. Co., San Antonio—Announced decision and order adopting initial decision to deny as in default application of W. K. McCauley and W. M. Ritter d/b as Bexar Bcstg. Co. for extension of completion date for new AM station 990 kc, 1 kw day, and dismissed as moot petition of Atascosa Bcstg. Co. requesting FCC to revoke order which had reinstated Bexar permit, declare Bexar CP forfeited and in alternative set Bexar extension request for comparative hearing with its new-station request for 990 kc, 1 kw day at Pleasanton, Tex. Decision Jan. 3.

FM Rules and Standards—Amended Sec. 3.273 and 3.281 of FCC rules governing FM broadcast stations and Sec. 3, 5, 8, 11 and 13 of standards. Changes, largely technical, to become effective Feb. 10. Decision Jan. 5.

INITIAL DECISIONS

Metropolitan Bcstg. Co., Milwaukee, and Belle City Bcstg. Co., Racine, Wis. —Adopted revised initial decision to deny as in default application of Metropolitan Bcstg. for new station at Milwaukee on 1470 kc, 500 w day, and to grant application of Belle City for new station at Racine on 1460 kc, 500 w day; engineering conditions. Decision Jan. 3.

Baseball Line Charges—Initial decision issued by Hearing Examiner Elizabeth C. Smith declaring unreasonable and unlawful Western Union Telegraph Co. charges, classifications, regulations and practices for baseball sports service by message and direct wire, to extent that tariff prescribes an additional charge for each station in network in addition to subscriber station to which sports service is furnished. Western Union ordered to file tariff revision prior to 1950 baseball season. Decision Jan. 5.

Leader Pub. Co., Guthrie, and Enid Bcstg. Co., Enid, Okla.—Initial decision issued by Hearing Examiner J. D. Bond to grant application of Leader Pub. Co. for 1490 kc 250 w fulltime at Guthrie and to deny bid for same facilities at Enid by Enid Bcstg. Decision Jan. 5.

Antelope Bcstg. Co. Inc. and Antelope Valley Bcstg. Co., Lancaster, Calif. —Initial decision issued by Hearing Examiner Elizabeth C. Smith to grant application of Antelope Bcstg. for 1340 kc, 250 w fulltime, and to deny competitive bid of Antelope Valley for same facilities. Decision Jan. 5.

FCC Actions

(Continued from page 67)

WHAS-FM and WHAS-TV as well as WHAS.

WMVA Martinsville, Va.—Granted mod. CP to change type trans.

January 5 Applications . . .

ACCEPTED FOR FILING

AM—860 kc

WOAY Oak Hill, W. Va.—CP change power from 1 kw to 10 kw.

Modification of CP

WDSM Superior, Wis.—Mod. CP change frequency etc. to specify DA-N in lieu DA-DN (710 kc).

License Renewal

WPTZ Philadelphia—License renewal TV station.

APPLICATION RETURNED

Lone Wolf Bcstg. Co., Colorado City, Tex.—RETURNED Dec. 29 application for CP new AM station 1320 kc 500 w D.

Non-Docket Actions . . .

AM GRANTS

St. Marys, Pa.—The Elk County Bcstg. Co., granted 1400 kc, 250 w fulltime; estimated cost $11,740. Co-partnership consists of Kenneth E. Rennekamp, 97% owner WKRZ Oil City Pa., and Cary H. Simpson, program director WMRN Marion, Ohio. Granted Jan. 5.

Pullman Wash.—Bayton and Hicks, granted 1150 kc, 1 kw day; estimated cost $23,399. Co-partners: John Ronald Bayton, with Grayport Construction Co., and Maynard Hicks, assistant professor of radio writing, journalism and advertising. Granted Jan. 5.

Honolulu, Hawaii—Royal V. Howard, Granted 850 kc, 250 w fulltime; estimated cost $9,750. Grantee is consulting engineer and former head of NAB Engineering Dept. Granted Jan. 5.

Waipahu, Oahu, Hawaii—Rural Bcstg. Co. Ltd., granted 920 kc, 1 kw fulltime; estimated cost $21,100. Principals: Victor Eckland, director of news and special events at KULA Honolulu, president-general manager 4.2%; Frank W. Fitch, ex-technical engineer with KGU Honolulu, vice president-chief engineer 17%; Harry En Chu, KGU engineer, treasurer 17%; Louis Lee, real estate and investments, director 8%; N. C. Villaneuva, insurance, exports-imports, director 4%; Chuck Mau, attorney, secretary 2%. Stockholders total 34. Granted Jan 5.

KELK Elko, Nev.—Granted permit to change from 1340 kc to 1240 kc. Granted Jan. 5.

WEAR Pensacola, Fla.—Granted permit to change from 1490 kc to 1230 kc. Granted Jan. 5.

WHVR Hanover, Pa.—Granted permit to change from 1280 kc 1 kw day to 1280 kc 1 kw day, 500 w night, unlimited, directional night. Granted Jan. 5.

KBND Bend, Ore.—Granted permit to change from 1340 kc 250 w fulltime, to 1270 kc, 1 kw fulltime, directional night. Granted Jan. 5.

KUBA Yuba City, Calif.—Granted modification of license to change from 1600 kc, 500 w fulltime, directional, to 1600 kc, 1 kw day, 500 w night directional. Granted Jan. 5.

KECK Odessa, Tex.—Granted permit to change from 970 kc, 1 kw day, to 920 kc, 1 kw day, 500 w night directional, fulltime. Granted Jan. 5.

WEXT Milwaukee — Granted permit to change from 1430 kc, 1 kw day, to 920 kc, 1 kw fulltime, directional. Granted Jan. 5.

(Operation Suspended)

WCLE Clearwater, Fla.—Granted request in part for extension to Feb. 9 of authority to remain silent.

WWOK Flint, Mich.—Granted authority to remain silent for 30 days because of financial difficulty.

FM GRANTS

Evanston, Ill.—Northwestern U., granted new noncommercial educational station on Ch. 207 (89.3 mc), 10 w; estimated cost $1,975. Granted Jan. 5.

Oretech, Ore.—Oregon Technical Institute, granted new noncommercial educational station on Ch. 201 (88.1 mc), 10 w; estimated cost $4,650. Granted Jan. 5.

WINR-FM Binghamton, N. Y.—Granted permit to cover conditional grant for Class A station, Ch. 224 (92.7 mc), 350 w, antenna minus 150 ft. above average terrain. Granted Jan. 5.

WEEL (FM) Erie, Pa.—Granted permit to cover conditional grant for Class B station, Ch. 246 (97.1 mc), 2.55 kw, 80 ft.

Following FM stations Jan. 5 were granted modification of permits as indicated:

WELD Columbus, Ohio—To change ERP from 30 kw to 53 kw and antenna from 430 ft. to 470 ft.

KWFM National City, Calif.—Change location from San Diego to National City; change frequency from Ch. 284 (104.7 mc) to Ch. 252 (98.3 mc), power from 16 kw to 240 w, antenna from 300 ft. to minus 60 ft.

KVCI Chico, Calif.—To change power from 11 kw to 9.8 kw, antenna from 330 ft. to 70 ft.

WFMY Greensboro, N. C.—To change power from 23 kw to 52 kw, antenna from 480 ft. to 410 ft.

WFNS-FM Burlington, N. C.—To change power from 19 kw to 2.3 kw.

KGNC-FM Amarillo, Tex.—To change power from 50.4 kw to 4.8 kw, antenna from 390 ft. to 270 ft.

WITJ Ithaca, N. Y.—To change from Ch. 201 (88.1 mc) to Ch. 219 (91.7 mc).

KWKH-FM Shreveport, La.—To change power from 43 kw to 13.5 kw, antenna from 385 ft. to 390 ft.

WBEY Bay Shore, N. Y.—To change power from 250 w to 750 w, antenna from 470 ft. to 110 ft.

WBEN-FM Buffalo, N. Y.—To change antenna from 1380 ft. to 1340 ft.

KWBW-FM Hutchinson, Kan. — To change power from 3 kw to 1.5 kw, antenna from 310 ft. to 190 ft.

KFLW-FM Klamath Falls, Ore.—To change from Class B to Class A station, frequency from Ch. 233 (94.5 mc) to Ch. 257 (99.3 mc), power from 5 kw to 400 w, antenna from minus 150 ft. to minus 160 ft.

WNAE-FM Warren, Pa.—To change from 490 w to 350 w, antenna from minus 370 ft. to minus 100 ft.

TRANSFER GRANTS

KASI-AM-FM Ames, Iowa—Granted consent to already consummated transfer of control of Ames Bcstg. Co., licensee, from various original stockholders to newcomers in firm. Transfer not to be effectuated until W. S. Rupe, 34% owner of assignee, severs all connection with WOI Ames. Mr. Rupe is trustee of Iowa State College of Agriculture and Mechanic Arts, WOI licensee. New ownership of KASI to be: Doyle Don Kelso, chief engineer 6%; Athen Mendenhall, music director 14%; Charles H. Forbes, program director, about 1%; Arthur A. Skinner, general manager, who retains 28% original interest; W. S. Rupe, chief owner Ames Daily Tribune, Oelwein Daily Register, Charles City Daily Press and 5% owner Cedar Falls Daily Record, 34%; Hollis J. Nordyke, part owner Ames Daily Tribune and Cedar Falls Daily Record, 17%. KASI assigned 1 kw day on 1430 kc. Granted Jan. 5.

New Applications . . .

AM APPLICATIONS

Hilo, Hawaii—Island Bcstg. Co., 850 kc, 1 kw fulltime; estimated cost $18,300. Co-partners: John D. Keating, head of own Seattle station representative firm, and J. Elroy McCaw, 50% owner KELA Centralia, Wash., one-third owner KYAK Yakima, Wash., and 21.5% owner KLZ Denver. Filed Jan. 5.

Barnesboro, Pa.—North Cambria Bcstrs. Inc., 950 kc, 500 w day. Principals: Harris G. Breth, Pennsylvania State Legislature representative and WCPA Clearfield, Pa., salesman, president 32.9%; Wm. K. Ulerich, president-general manager of WCPA and general manager of WMAJ State College, Pa., vice president; Wm. J. Thomas, WCPA station manager and program director, secretary 16.4%; LeRoy W. Stauffer, WCPA assistant manager, treasurer 17.9%; Clearfield Bcstrs. Inc., WCPA licensee, 32.9%. Filed Jan. 5.

Columbus, Ohio—Sky Way Bcstg. Corp., 1580 kc, 1 kw day, directional; estimated cost $21,825. Applicant is licensee of WVKO (FM) Columbus and is affiliated in ownership with WEOL Elyria and WONE Dayton, Ohio. Group of 42 stockholders is headed by Gustav Hirsch, president and 11.65% owner. Sky Way was losing applicant for 1150 kc, granted WIMA Lima, Ohio, in 1948 hearing case. Filed Jan. 5.

Atlantic, Iowa—George Basil Anderson, 1220 kc, 250 w day; estimated cost $13,400. Applicant is owner-manager KJBK Columbus, Neb. Filed Dec. 30.

Roseburg, Ore.—Umpqua Bestrs. Inc., 1240 kc, 250 w fulltime; estimated cost $16,250. Principals: Donn W. Radabaugh, one-half owner Umpqua Amusement Co., theatre operator, president 12.5%; Nancy Edith Radabaugh, 12.5%; Lon D. Hunt, acting postmaster at Sutherlin, Ore., 12.5%; Margaret G. Hunt, secretary-treasurer 12.5%; Harold D. McKay Jr., ex-commercial manager KRNR Roseburg, 25%; Donald W. Helliwell, with Lockwood Motors, vice president 12.5%; Iris Rice Helliwell, ex-assistant manager KRNR, 12.5%. Filed Dec. 30.

TRANSFER REQUESTS

KRKL Kirkland, Wash.—Assignment of license from F. L. Thornhill tr/as East Side Bcstg. Co. for $52,500 to W. A. Chamness and L. N. Ostrander d/b as Eastside Bcstg. Co. Mr. Chamness is Signal Oil Co. distributor and agent and Mr. Ostrander is attorney. KRKL assigned 250 w day on 1050 kc. Filed Jan. 5.

WILM Wilmington, Del.—Transfer control of Delaware Bcstg Co. from Hawkins Bcstg. Co., parent firm, to stockholders of latter firm individually: Ewing B. Hawkins, 40%; W. W. Hawkins Jr., 40%, and Ewing B. Hawkins as trustee, 20%. Stock of Delaware Bcstg. is distributed proportionately. WILM assigned 250 w fulltime on 1450 kc. Filed Jan. 5.

KTLA (TV) Hollywood—Transfer of control of Paramount Television Productions Inc., permittee, from Paramount Pictures Inc. to New Pictures Inc. See story this issue and BROADCASTING, Jan. 2. Filed Jan. 5.

KWHK Hutchinson, Kan.—Transfer of control of KWHK Bcstg. Co., licensee, from James R. Murray (204 sh), Vern Minor (160 sh) and Dorothy C. Murray (36 sh) for $46,125 to The Hutchinson Pub. Co., owner KIMV (FM) there. Hutchinson Pub. Co., 37.5% owner KSAL Salina, Kan., is composed of: John P. Harris, president, and Sidney F. Harris, secretary-treasurer, each 36.5%; Sue Catherine Harris, 10.7%, and John P. Harris as trustee, 10.7%. Harris brothers each own 20% of KBUR Burlington, Iowa, and each 12.5% of KFBI Wichita, Kan. Together they also control Salina (Kan.) Journal, which owns 48.5% of KSAL. KWHK assigned 1 kw day on 1190 kc. Filed Dec. 30.

KNOB (FM) Long Beach, Calif.—Assignment of license from Cerritos Bcstg. Co. to new partnership of same name and ownership excepting Walter A. Nelson who sells 20% interest for $3,000. Ownership to be: Raymond B. Torian, 43⅓%; Jay E. Tapp, 33⅓%, and John W. Doran, 23⅓%. Filed Dec. 28.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 5

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,085	2,051	187		319	265
FM Stations	733	478	302	*6	47	28
TV Stations	98	31	80		353	182

* Four on the air.

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WBAL

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Milestones

► Robert L. Fidlar, commercial manager for WIOD Miami, Fla., has completed 20 years in the radio industry. He started with WBOW Terre Haute, Ind., as announcer-writer in 1929, moving to WKZO Kalamazoo, Mich. two years later. He served WHIO Dayton Ohio as an announcer and continuity writer until 1943 when he assumed program management duties at WIOD. He was named commercial manager of WIOD in 1946.

► WEWS(TV) Cleveland celebrated its second birthday Dec. 17. Station began telecasting to about 300 sets, most of them in dealers' showrooms, and now reaches an audience of more than 120,000 receivers. Staff of more than 70 people is headed by James C. Hanrahan, vice president of Scripps-Howard Radio Inc., owner of WEWS.

► First birthday of WWNI(FM) Wabash, Ind., was celebrated Dec. 20.

► A special anniversary program Dec. 24 marked the completion of ten years of broadcasting by KVFD Ft. Dodge, Iowa.

► Ralph J. Mathewson, transmitter engineer for WEEI Boston, is the first member of the station's staff to be awarded a beret symbolizing 25 years service with WEEI.

► Silver anniversary was celebrated by KTHS Hot Springs, Ark. Dec. 20.

CELEBRATING their 25th wedding anniversary at New York's Stork Club are Mr. and Mrs. William J. Wagner (center). Mr. Wagner is general manager of the Alaska Broadcasting System. With them are Roy Smith (l), account executive for Alaska Spot Sales, and Charles (Bud) Soden, Alaska Network sales manager.

VARIATION of "local boy makes good" theme was recounted in Fremont, Neb., Dec. 23 when Bill Baldwin, KFGT station manager, received a birthday cake on occasion of station's tenth anniversary. Mr. Baldwin started as an engineer-announcer in 1939 when the station began broadcasting as KORN. In 1946, after returning from service with Armed Forces Radio networks in South Pacific (he was chief engineer at WVTR Tokyo), he assumed managership. Call letters were changed from KORN to KFGT last March when Walker Newspapers Inc. bought the station from Inland Broadcasting Co. Mr. Baldwin accepts cake, adorned with replica of station tower, from Pat Jensen, script-writer.

WKYW'S HOLIDAY

Records Xmas Day Schedule

WKYW Louisville became a one-man station for six continuous hours on Christmas Day. Thanks to a new wide tape recorder, the entire station staff from executive to salesman, enjoyed the holiday at home with the exception of Chief Engineer Nolan Pontrich who stayed at the controls.

All that Mr. Pontrich had to do, according to WKYK, was simply patch in the recorder and let the machine play six hours of continuous programming with time-out for only one reel change. Entire Christmas Day schedule was recorded in advance by using the machine developed by Louis Anderson, vice president, Point-Of-Sale Inc., Louisville, who designed it primarily for continuous music in airplanes and trains. It permits up to six hours of programming on one roll of tape.

While the machine allows three program channels to be recorded simultaneously, WKYW used two channels to produce a day's programming, complete with time signals, call letter announcements and commercials. According to the station, Mr. Anderson, tape recorder specialist, is working with the program department on modifying the machine to meet radio broadcast needs. WKYN says Mr. Anderson estimates the machine could be put into commercial production, priced at under $1,000.

Mr. Pontrich (center), with Program Director Dave Wilburn (l) observing, operates console. Mr. Anderson turns a dial of his six channel recorder. On top is the portable type playback used.

Ra-Tel for WPTR

RA-TEL Representatives Inc., New York, has been appointed national representative for the 50 kw WPTR Albany, N. Y. The appointment became effective Jan. 1, according to Fred R. Ripley, general manager of the station.

BASKET FULL

Two Games Aired Together

A NEW idea in broadcasting basketball—a sort of "two for the price of one" arrangement—has been originated in Philadelphia by Sports Broadcast Network. Starting last Saturday (Jan. 7), Sports Broadcast arranged to have announcer-engineer teams airing two games at the same time.

Covering Temple, Villanova, Penn, St. Joseph's and La Salle games for the current season, the network inaugurated the service by covering the Temple-Syracuse and La Salle-Bowling Green games from Convention Hall and the Penn-Lafayette and Villanova-Valparaiso contests from the Palestra. Programs from both spots were fed into WPEN Philadelphia.

At a master control panel in WPEN, a sports announcer monitored the games, shifting back and forth from one game to the other as the play waxed and waned. Broadcasts of this type also are scheduled for Jan. 14 and 28 and Feb. 18. Jack Rensel, network general manager, helped develop the idea.

LAST COMMAND

AFRS Series Concluded

SWAN SONG of one of Armed Forces Radio Service's most ambitious project was sung last month when *Command Performance* transcribed its 415th and final live show. On hand to help it bow out were Danny Kaye, Dorothy Shay and Ken Carpenter.

Started seven and one-half years ago during the war as a temporary morale measure for soldiers overseas, program was cancelled when AFRS budget was recently cut by $153,000 by the Secretary of Defense. An estimated audience of over 95½ million soldiers and civilians weekly had been hearing the program which was transcribed before an audience in the Vine Street Playhouse, Hollywood. Past *Performances* will be reissued and others reassembled for distribution to AFRS outlets.

Eight other service radio shows requiring outside talent also were eliminated as result of budget slash. They included: *Redd Harper Hollywood Roundup; G. I. Jive; Jill's Joke Box; Mail Call; Chiquita; Personal Album; Lucky Grab Bag* and *Bob Carleton Show.* Only two live shows, *Solitary Singer* and *Words & Music,* both done by service personnel, will continue to be transcribed by AFRS.

'Mr. KOA' Retires

CLARENCE C. MOORE, known as "Mr. KOA" throughout the Rocky Mountain region, retired from the staff of KOA Denver Dec. 31 after 21 years with the station and NBC, the last 15 years as KOA program director. Mr. Moore will enter private business. On Dec. 30 —Mr. Moore's last day at KOA—staff members with more than 10 years service gathered in General Manager Lloyd E. Yoder's office to bid the radio veteran farewell and to present him with a set of luggage.

Racine Grant

REVISED initial decision was issued by FCC last week reaffirming earlier action to grant a new station on 1460 kc with 500 w day at Racine, Wis., to Belle City Broadcasting Co., associated in ownership with WMIL Milwaukee [BROADCASTING, Oct. 24, 1949]. New initial ruling further denied as in default the competitive bid of Metropolitan Broadcasting Co. for 500 w daytime on 1470 kc at Milwaukee, not considered in the earlier action. Metropolitan failed to present evidence at hearing, FCC found.

At Deadline...

FCC ORDERS HEARING ON LIMA CHARGES

HEARING on year-old charges that Northwestern Ohio Broadcasting Corp. was trying to sell its WIMA-AM-FM Lima, Ohio, three weeks after it got its AM grant [BROADCASTING, Nov. 22, 1948] was ordered by FCC last Friday. Hearing was set for Feb. 28 at Lima.

Sky Way Broadcasting Corp. of Columbus, Northwestern's rival in AM case, had claimed property broker's representative approached Sky Way President Gustav Hirsch on Nov. 11, 1948, and said Northwestern had authorized sale of AM and FM properties, with asking price $385,000.

FCC, which investigated, said it "apeared" neither Northwestern nor Sky Way had been "entirely candid and truthful," and set matter down for hearing. Involved are WIMA license application; petition of Sky Way for revocation proceeding against WIMA (1150 kc, 1 kw) and for reinstatement of its own application (1150 kc, 5 kw day, 1 kw night), and replies by Northwestern.

ORAL ARGUMENTS HELD IN THREE CASES

ORAL ARGUMENTS held Friday before FCC en banc on proposals to deny extension of completion date to WRTV (TV) New Orleans, to grant WILK Wilkes-Barre, Pa., improved assignment, and to set aside earlier revocation order for WIBS Santurce, P. R.

FCC took under advisement WRTV motion to dismiss or withdraw application without prejudice to refiling when TV rules are settled. WRTV counsel said owner Maison Blanche Co.'s interest in TV signified in fact store is largest local TV sponsor. WILK supported FCC proposal to grant switch from 250 w on 1450 kc to 5kw day, 1 kw night on 980 kc, directional, citing some 50,000 people who would get first service. WTRY Troy, N. Y., opposed change because of interference. In WIBS case, owner Jose E. del Valle said cleared of charges of misrepresentations to FCC. Proposed actions reported by FCC last summer [BROADCASTING, Aug. 1, 29, Sept. 12, 1949].

WOULD DENY WFEC SWITCH

DENIAL of request by WFEC Miami, Fla., to switch from 250 w day on 1220 kc to 250 w fulltime on 1230 kc recommended Friday in initial decision by FCC Hearing Examiner J. Fred Johnson Jr. Decision cited delays in presenting evidence and said "record presents a disturbing indication of a disposition to trifle with the processes of the Commission." Bid was filed in 1947.

ZENITH HEARING DEFERRED

HEARING scheduled Jan. 16 on Zenith Radio Corp.'s proposal for "Phonevision" tests was postponed indefinitely by FCC Friday, pending action on Zenith's petition for authority to proceed without hearing. Zenith contends questions which FCC raised for consideration in hearing can be better answered after tests are conducted, not before [TELECASTING, Jan. 2]. Company seeks three-month Chicago-area test of its subscription television system, with authority to charge "subscribers" $1 for each Phonevision program viewed.

PROCTOR TO CHIRURG

JOSEPH A. PROCTOR, with Lever Bros. 30 years and Spry advertising manager since 1936, named vice president in charge of merchandising of James Thomas Chirurg Co., Boston and New York agency. He has been active in introduction and advertising of nearly all Lever products.

PREFERENCE FOR LARGER TV PICTURES MOUNTING

PUBLIC demand for large-size TV pictures continues to rise, according to November figures of Radio Mfrs. Assn. Of 463,593 picture tubes sold to set-manufacturing firms, 58% were for tubes 12-13.9 inches; 19% for tubes 14 inches and up; 17.9% for tubes 9-11.9 inches; 3.9% for tubes 6-8.9 inches.

Total sales of picture tubes in November, including manufacturers, distributors, export and other outlets, amounted to 485,312 units valued at $12,516,077. This compares to 456,375 tubes values at $11,719,674 for October.

Sales of radio receiving tubes in November dropped below October but surpassed November 1948 figure, according to RMA. November sales amounted to 23,911,820 tubes compared to 24,353,631 in October and 21,118,874 in November 1948.

Receiving tube sales totaled 174,946,014 tubes for first 11 months of year compared to 185,450,214 in same 1948 period. Of November sales, 18,602,851 tubes were for new equipment, 4,485,737 for replacements, 697,285 for export and 125,947 for government agencies.

SWEZEY TO SPEAK AT NATIONAL TV MEET

ROBERT D. SWEZEY, general manager of WDSU-TV New Orleans, will follow keynote speaker at opening of second annual National TV Conference sponsored by Chicago Television Council at Palmer House, March 6-8. He will discuss "Buying, Selling and Paying for TV."

Members of creating, writing and direction panel include Beulah Zachary, producer of *Kukla, Fran & Ollie*, and Ted Mills, producer of *Garroway at Large* and program director at WNBQ-NBC Chicago. Chicago production panelists will be Monte Fassnacht of ABC-TV; Fred Freeland, Ruthrauff & Ryan; Norman Lindquist, Malcom-Howard Agency; Joseph Betzer, Sarra Inc., and Jerry Campbell, Campbell-Cahill Studio.

Eugene Thomas, general manager, WOIC (TV) Washington, is slated to discuss station management, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, will outline theatre TV.

TRANSIT SALES SESSION

TWO-DAY convention of Transit Radio Inc. sales managers will be held today and tomorrow (Jan. 9-10) at Roosevelt Hotel, New York. Twenty-five stations will be represented, including 19 now affiliated with Transit Radio system and six others about to join. Company's board of directors meets Jan. 12 in New York.

SETH GETS POST

WILLIAM R. SETH, formerly with Muzak Corp., as advertising and promotion manager, has joined O'Brien & Dorrance, New York, as radio and television director. Mr. Seth is 10-year veteran in radio and recording. He was formerly promotion manager of two divisions of NBC, account executive of W. B. Donor Agency and held management posts at stations.

NBC ANTENNA PROJECT

NBC and Empire State Bldg., New York expected to announce plan to construct new TV antenna atop building early this week. NBC relinquishing exclusive use of location, held since 1931, to share with ABC.

Closed Circuit

(Continued from page 4)

day games. Games telecast last season on WTTG (TV) Washington.

PRESSURE being built up to get FCC to issue clear-channel decision prior to further NARBA negotiations, on theory that U. S. negotiators are in precarious position so long as their own domestic position is uncertain. Broadcasters being told it's better to have clear-channel decision, even if they don't like it, than to have none at all. NARBA negotiations now slated to resume Feb. 1 with U. S.-Cuban conferences.

APPARENTLY mindful of Pillsbury Mills successful big cooking promotion that culminated at New York's Waldorf-Astoria last month, General Mills, through its agency, Dancer-Fitzgerald-Sample, New York, reportedly planning nationwide promotion which will include radio.

WNEW NEW YORK is resigning from NAB as of Feb. 28, according to authoritative quarters. This move throws monkey wrench into NAB committee lineup since Ted Cott, WNEW vice president, had been slated to continue as chairman of the NAB Unaffiliated Stations Committee.

WHILE high cost of TV operations is accepted throughout advertisingdom, it is significantly underlined in CBS-TV's costs on scenery, production and painting of sets and backdrops. Item reached $2 million in 1949 with additional $300,000 for trucking and movement of scenery to various theatre locations.

ALSO proving big headache for TV network operators is slow expansion of facilities and new markets occasioned by FCC's television freeze. Networks need more affiliates and more circulation which could absorb programming and production costs, and it's feared that undue delays might bring some stagnation in network TV sales.

McCORMICK & CO., Baltimore (tea), through Sullivan, Stauffer, Colwell & Bayles, New York, its agency, preparing limited test spot announcement campaign to start Jan. 30.

IMPORTANT State Dept. post earmarked in upcoming State Dept. reorganization for Forney A. Rankin, NAB's government relations director and former department career man. Announcement due inside fortnight. Assistant Secretary Willard L. Thorp, for Economic Affairs, has taken over jurisidiction of Telecommunications Division, and it's presumed assignment will be in that office.

PRICE involved in proposed sale of WMCA-FM New York to syndicate of unidentified buyers reportedly slightly more than $20,000 (story page 18).

FITCH SHAMPOO, through its agency, Harry B. Cohen, New York, preparing spring spot announcement radio campaign to start about mid-March.

INDIANA NEWS CLINIC

NAB Radio News Clinic for state of Indiana will be held Sunday, Feb. 19, at Indianapolis, according to Harry M. Bitner Jr., WGBM Indianapolis, NAB District 8 director. Bill Warrick, WJOB Hammond, Ind., is general clinic chairman. Arthur C. Stringer, staff director, will participate for NAB. Site of clinic has not been picked.

ZITZ JOINS CHICAGO AGENCY

MARTIN ZITZ, advertising manager of Elgin American, Elgin, Ill., resigns and will join Henri, Hurst & McDonald, Chicago, Feb. 1.

XUM

Teamed for SERVICE

PHIL EVANS

KEN PARSONS

BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828 People*

** 1940 Census*

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY